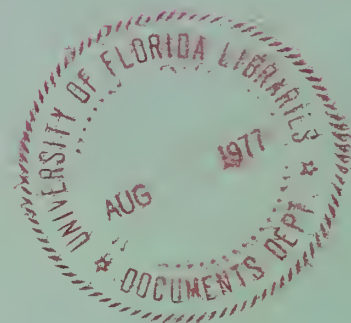


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U.S. ARMY RECRUITING and CAREER COUNSELING
journal
AUGUST 1977



***Successful school recruiting takes
more than an apple in the fall***

Six *'superstars'* tell of

KINGMAN BREWSTER, Jr., President of Yale University

It would be an understatement to say that being President of Yale University is a big job. Its administrative duties and financial responsibility make it comparable to the job of chief executive with almost any major corporation. At the same time, it also carries with it the pressures and responsibilities of being entrusted with the welfare and intellectual futures of thousands of young people.

Such is the job of Kingman Brewster, Jr., 17th President of Yale.

"If I didn't enjoy my work," he confesses, "I probably wouldn't be able to keep up the pace. You have to be paid an awful lot to be willing to be bored. If you're not enthusiastic about what you're doing, there is no amount of money or prestige that can compensate for the boredom.

"What it boils down to," he adds, "is that you have to find your own definition of success. You have to know inside yourself that what you're doing is the right thing for you to do. This produces a more powerful, enduring motivation than you can possibly get from having other people define your success for you."

Kingman Brewster is a man with a tough job — which he loves; and a heavy responsibility — which he thrives on. In responsibility, the greater the motivation.

"When a person becomes aware of the impact he can have on other people," Kingman reasons, "he is highly motivated to perform at his best. And he's highly sensitive to the prospects of failure.

"Consequently, it's no longer important to promote yourself — or worry about yourself. The only thing that's important is whether or not you do the kind of job that's expected of you.

"There's a tremendous satisfaction," he says, "in losing your own identity in something that is much more important than you are."

DENTON COOLEY, M.D., eminent heart surgeon at Texas Heart Institute

Denton Cooley is an incredible man. While it takes two or three hours for most surgeons to perform open-heart surgery, he does it in 30 minutes. It's not that he does his work in haste, or that he takes it lightly, or that he wants to see how many records he can break. There are other reasons why he can perform at this rate — all of them very good reasons. For one thing, he is probably

the world's most knowledgeable person on the human heart and the way in which the heart functions.

"When I'm asked to name the world's three best heart surgeons," he quips, "I have trouble deciding who the other two are.

"Of course," he adds quickly, "I'm only joking when I say this. But, in a sense, I guess I really do have a kind of supreme confidence. And, frankly, in my business I think you have to have it. Self-confidence is absolutely necessary for a heart surgeon because he has to be decisive. He has to make decisions quickly and then be ready to act on them.

"In open-heart surgery," he explains, "there is so little time available to get the job done. Even these mechanical devices we use to support life while we're operating can give us only a limited amount of time. So, the slightest hesitation . . . the failure to make a quick decision . . . a quivering hand . . . any of these can cause irrevocable damage. In other words, a lack of confidence can be *fatal*."

Cooley's peers in the medical profession have marveled at his endurance. Many of them find it hard to understand how he can keep up the pace that he does and still maintain the highest possible standards of performance. His typical working day consists of surgery from seven o'clock in the morning till five o'clock in the afternoon — followed by appointments and hospital rounds that usually run till nine o'clock or even later in the evening. In between times, he takes a break for a lunch of soup and ice cream.

"It's not as dull as you might think," he says. "I have a different flavor of ice cream every day."

"COLONEL" HARLAND SANDERS, founder of Kentucky Fried Chicken

Not more than a handful of people at any airport in the country would fail to recognize the Colonel. Practically everybody from ages 3 to 90 would spot him instantly in any kind of crowd.

Being almost universally recognized is, of course, a remarkable distinction in itself. But what's even more remarkable in the Colonel's case is the fact that he was almost 70 years old before his face was known to more than a few hundred close friends and business associates.

Colonel Harland Sanders has become a living legend, and it all began when other men start their retirement. Out of obscurity, at age 66 he began a sensational career.

their routes to success

In 1956 it looked very much like it was really time for him to quit. And, under the circumstances, most people would have. The Colonel had owned a prospering restaurant in Corbin, Kentucky, and — by his own admission — he had felt for several years that he “had it made.” But then the busy highway intersection in front of his restaurant was closed and the traffic was diverted away.

Over the years he had developed his own unique fried-chicken recipe, and he had perfected a pressure-cooking method that assured a top-quality product in a minimum span of time.

With this idea, the Colonel turned his full attention to calling on restaurants to try to persuade them to use his recipe and technique. He was to receive a nickel for every chicken prepared and sold in this way.

“There’s not a man in the world who’s been thrown out of as many restaurants as I have,” he recalls.

“A man must believe in his product,” the Colonel adds. “I would never go back to a restaurant where they told me ‘no’ the first time. But, if they called me in future years, I never held a grudge, either. I wouldn’t take it personally. I just figured that the man didn’t want my product the first time around.

“I always believed in myself. I felt there was nobody else who could do it as well as I could. Sure, it was tough. But a man has to be able to take the hardships along with the good. He has to be willing to pay the price.

“When I started my business, I had no idea that it would become what Kentucky Fried Chicken is today. I only wanted to make a good living . . . and to serve the best chicken in the country.”

**JOE GANDOLFO, supersalesman,
Lakeland, Florida**

Joe Gandolfo is the greatest insurance salesman in the business — so great that he is in a class all by himself; and so great that his performance almost defies belief.

Joe operates as an independent, *individual* salesman. He has no organization, no sales associates or “bird-dogs” or back-up staff — except for two top-notch secretaries (whom he describes as “the best”). Yet — operating as a one-man show — Joe outsells many whole companies. There are more than 2,000 life insurance companies in the United States, and only 116 of

“I put every ounce of energy I had into my work,” those companies outstripped Joe’s personal sales production in 1973.

says Joe, who began his career as an insurance agent in 1959. “Right from the start I was working 10 and 12 hours a day, seven days a week. There just wasn’t anything else that mattered.

“I also followed a certain theory,” he explains. “It’s the theory of ‘ratios’ — which means that if you make enough calls, you’ll get enough business. The company had told me that if I called 75 people I ought to get 25 appointments. And that 10 of those 25 would probably fall through, leaving me about 15 good ones. And, finally, I should be able to sell three of those 15.

“Well, this is exactly what I did,” he continues. “Except that I changed the numbers. I called more than 75 people a day. And, sure enough, the law of averages worked for me. The more exposure I got, the more sales I made.”

“Everything that I do,” he points out, “is directly or indirectly associated with selling life insurance. I pattern my life in such a way that the end result means selling more life insurance.

“I would estimate that 50 per cent of my sales are made before 9 a.m.,” he claims. “I believe that successful men are impressed with the man who is willing to get up early and see them at the time of day when they go to work. The majority of successful people start their days early, so I always figured that I would get up early and see these people before the ordinary salesman even got out of bed.”

Joe knows the value of his time because he is supremely confident that he is going to sell everybody he calls on.

“Oh, I realize that I can’t possibly sell 100 per cent of the people I call on . . . but I thoroughly convince myself going into a call that this prospect is going to buy.

“I believe that you have to feel this way. The confidence which I generate becomes contagious. I know that he’s going to buy, and pretty soon he knows it, too.

“Success breeds success,” he adds with a grin. “I tell a prospect, ‘I’ve sold more insurance than anybody else in the world’ — and they’re impressed.”

**PETE ROSE, superstar of the World
Champion Cincinnati Reds**

Sportswriters have nicknamed him “Charlie Hus-

Six 'superstars'

tle." His manager once called him "a lunatic who never gets tired." One of his teammates declared recently that "he has enough pride for three people." And a pitcher who played against him before being traded into another league said: "He's a great ballplayer, but I'm glad he's in a different league."

Since coming into the major leagues in 1963 as a brash, peppery second baseman, Pete has earned the acclaim of millions of baseball fans and the admiration and respect of his fellow players — teammates and opponents alike. It's an absolute certainty that he will go down in history as one of the all-time greats.

"I'm the best hitter in baseball," he says. (And you know when he says it that it's not an idle or cocky boast.)

"I want to get 3,000 hits and I want to win that batting championship every year," he adds. "In June 1973, I got my 2,000th hit — so I ought to be able to get 3,000 before I stop playing. I've won three batting championships — and I want more."

At times his determination to win and his drive to be the best have seemed almost unreal. But those who know him will assure you that there's nothing questionable about it. His manager, Sparky Anderson, says: "You bet he's real! He's what you might call a 'lunatic.' His only interest is to give the fans his best every game."

And Rose, himself, reflects on this point. "Some people have called me 'cocky,' he says. "But I'm not cocky — I'm not brash. I'm *confident*. I believe in myself. And the only way I know how to play baseball is to hustle and then hustle some more. I believe in giving 110 per cent of myself.

"But I don't think you can play too hard. And I'm not out to hurt anybody. Hell, you don't want to hurt another man and maybe ruin his career. The thing I *will* do, though, is to try to get that extra base or score the run, and if somebody's in my way, then it's just too bad. I've got as much right to that home plate as the catcher does. It's my job to get to that plate, and it's his job to try and stop me. One of us is going to succeed, and the other one's going to fail. I just don't want to be the one who fails.

"You know," says Pete, "people are always saying it's not whether you win or lose but how you play the game — but my father saw it different. He told me that if you don't win you don't accomplish anything. And he said, 'You show me a guy who loses every time, you're showing me a loser.'"

"Who wants to be a loser?" Pete concludes. "Hell, I hate to lose."

KEMMONS WILSON, founder and Chairman of Holiday Inns, Inc.

"You know, I seriously doubt if I could find myself a job paying \$25,000 a year, but you could put me out broke, and I'd scramble around and find something where I could make \$100,000 a year. It's a question of *desire*. You've got to have the push — that drive. You've got to be hungry."

The speaker is Kemmons Wilson, a man whose personal income runs into the millions and who controls a multi-national business empire with assets approaching \$1 billion. He is the man who created Holiday Inns, Inc.

Kemmons is also a man who grew up poor and did a lot of scrambling over the years. Dropping out of school at the age of 14, he began working to support his widowed mother and himself. Parlaying hard work, ingenuity, and a lot of that "desire" he speaks of, Kemmons put himself into business at the age of 17 with an old, used popcorn machine, and by the time he was 20, he had built and paid for his first house. Since then, he has built thousands of houses and has created the largest food and lodging business in the world.

"I've always said," he declares, "that all I want to do is be right 51 per cent of the time. I guess I've had more failures than successes, but luckily, my successes have been bigger than my failures. And I've made more mistakes because I've *done* more than most people.

"I enjoy work. My work to me is fun, and I wouldn't know of anything else I'd rather be doing.

"Frankly," he adds, "I don't think any man can be successful doing something he doesn't like, and no man can be successful working just a 40-hour week — not unless he's absolutely brilliant, and most people are not brilliant. It's like the old saying: 'The harder I work, the luckier I get.'"

"One of my favorite sayings is, 'The only people who don't have problems are the people who don't do anything.

"I've always learned by *doing*," he concludes. "Sure, you're bound to make mistakes as long as you're doing something — but that's the way you learn.

"In this country, you don't have to settle for being average — you can dare to be better. Whatever your career choice, make your work count for something."



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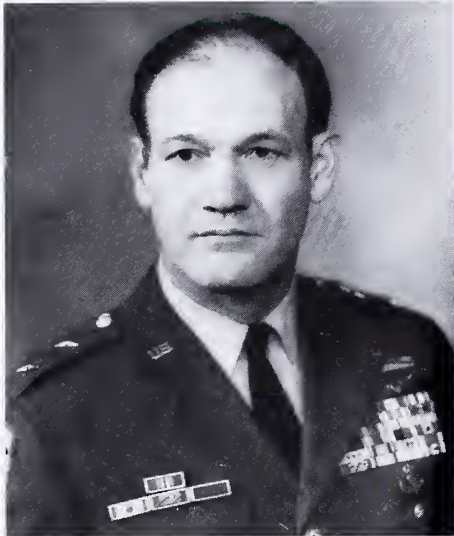
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Views and Reviews



MG Eugene P. Forrester

Maybe I'm preaching to the choir on the subject of high school diploma graduate enlistees, but I want to talk to you about these quality young people in the context of our overall mission. I also want to be sure you know where we stand.

Let's take a look at where the quality end of our mission fits in. Traditionally we have had little trouble meeting the Army's goals for female enlistees. Prior service people, until recently, have not been a serious problem. From the Army's point of view these two categories are particularly valuable. In the case of women, they have to be high quality to enlist. And in the case of prior service people, they add proven quality to the ranks while serving as gap fillers to avoid costs. Our past success in filling these needs has been a big plus.

I've tried every way I know to get this point across, but I'll say it again: the push is on for male, non-prior service, high school diploma graduates. Between now and 30 September 1977 we must provide the training centers with some 28,500 of these young men. We have 17,500 in the DEP. We need to recruit 11,000 grads over the next few weeks. It's a tall order. To meet the requirements you and I must be responsive and react to the need. Now!

The trend is for higher quality. It's a reality. I do not plan on a reversal. You should not expect one. It's not in the cards. As far as I'm concerned, the cap for this year and the beginning of next year stays on. And the reason is clear--better quality lasts and completes a full enlistment--poor quality comes in and goes out before the enlistment is up!

The heavy emphasis to seek quality recruits is not designed to cause recruiters grief. It is a direct function of the Army's needs and structure modification. The Army changes; we must change with it. If we do less than we are asked--we fail the Army.

The work you have done in the past in obtaining quality recruits and in matching individuals to skills has made a more responsive, better motivated Army. Secretary Alexander has said it, and I saw it on a recent trip to Europe. Our product users, the commanders in the field, applaud what we do. Here is one more opportunity to show the rest of the Army what recruiters can do.

Good quality recruiting!

A handwritten signature in dark ink, appearing to read "Eugene P. Forrester". The signature is fluid and cursive, with a large initial "E".

EUGENE P. FORRESTER
Major General, USA
Commanding

PLANNING:

Organized foresight plus Corrective hindsight

By **SSG WES HAMPTON**
A&SP Div, HQ MWRR

As recruiters, you know that planning plays a great part in your day-to-day operation, but, what is planning as applied to recruiting?

For starters, planning is the thinking process, the organized foresight, the vision based on fact and experience that is required for intelligent action.

It is the opposite of improvising or, in simple terms, organized foresight plus corrective hindsight.

Conceived as a process, planning embraces a series of steps:

- The determination of objectives to be sought
- Research to understand the problem
- The discovery of alternative solutions
- Policy making - choosing between alternatives, including the frequent choice of doing nothing
- The detailed execution of the chosen alternative

Abraham Lincoln once said, "If we could first know where we are and from whither we are tending, we could better judge what to do and how to do it." He must have had recruiting in mind when he said that.

Now, let's take a closer look at planning. Top management planning would seem to indicate USAREC as the top manager; however, it extends to any level of the organization wherein the five steps of planning are executed. For example, top management's major task is overall orientation planning for the whole enterprise, including the establishment of long range goals and the policy for reaching those goals. While recruiters live within this overall orientation planning by USAREC, this same task applies at the region, DRC, area and station levels.

The planning must set specific tasks and definite goals. The main idea is to achieve steady and continued progress for the organization.

Step four of the five planning tasks is Policy Making. This procedure doesn't rest with higher headquarters/top management alone. Recruiters need to establish their own policy for the conduct of their own actions.

Some guidelines on the development of policy are:

- A policy should be definite, positive and clear
- A policy should be translatable into the practices and peculiarities of every phase of the operation
- A policy should be flexible and at the same time have a high degree of permanency
- A policy should be formulated to cover all reasonably anticipated conditions
- A policy should conform to economic principles, statutes and regulations and should be compatible with Army interests
- A policy should be a general statement of the established rule to follow in recurring situations, rather than one prescribing detailed procedure.

Put to the test in a practical situation, the planning process will aid the recruiter in reaching whatever goals he has established.

HIGH SCHOOL AND COLLEGE PROGRAM FOLDER

SCHOOL YEAR

SCHOOL PROFILE

Type of School:	Commercial	Public	Parochial	Private	Vocational	Academic
School Enrollment:	Seniors:	Male	Female	Juniors:	Male	Female

FACULTY

Principal/President	Telephone
Counselor (Male)	Telephone
Counselor (Female)	Telephone

By SSG WES HAMPTON A&SP Div, HQ MWRRC

"Building a successful high school program, and maintaining it throughout the year, is more than just visiting the school periodically," says Captain Bob Hester, a former area commander now assigned to the recruiting management directorate of HQ USAREC.

"Because the high school is a prime source of quality prospects, a comprehensive plan for recruiting in the high school is a necessity for any successful recruiter," he continued.

"The success of a high school program depends heavily on the relationship established between the recruiter and the school officials."

To establish a good working rapport with school personnel, CPT Hester says it is important that the recruiter enhance his image by arriving at the first meeting with them armed with a knowledge of the school's attitude toward the military, school programs and current military-educational relationships.

"The recruiter should make an appointment to meet with the counselors, and at this initial meeting, convey a genuine interest in the school's activities, volunteering to take an active part in them.

"Some topics the recruiter should be prepared to talk about at this conference include the Army's stay-in-school policy, the ASVAB program and the educational opportunities the Army has to offer." Captain Hester adds that the area commander or the DRC education advisor should accompany the recruiter on the first visit.

"When the time allotted to the recruiter has expired, the meeting should come to a rapid close, and if all topics haven't been discussed, the recruiter should make another appointment.

"Each visit to the school will produce data to be recorded in the high school and college program folder. When used properly, the folder is an effective management tool that systematically compiles information essential in developing a tailored plan for the high school.

"The recruiter will record events attended, programs conducted, conversations with school officials, and other happenings that he wants to remember in the institutional memory section of the folder.

"This information may some day have to serve as continuity information should another recruiter assume responsibility for the school in mid-

year; thus cryptic remarks such as 'OK,' 'good,' 'fair' and 'definitely,' mean little without further explanation, and should be avoided," Hester added.

While the high school folder helps the recruiter in his relation to the school, his prime reason for going to the school is the students, and one of the most important tools he has for working his high school plan is the high school list. It provides the recruiter with a good portion of his primary market.

A high school list must be refined by eliminating those who are not qualified for military service.

"The first step for me in refining the list is to compare the names to the ASVAB list and eliminate those whose scores are too low," says Staff Sergeant Larry Lanham, a recruiter at the Spokane North Recruiting Station.

"I also take advantage of the ASVAB to make a visual examination of students when giving them their score cards," he continued. "At that time I eliminate from the list those who would not pass an entrance physical due to obvious physical handicaps."

A Moses Lake, Wash., recruiter, SSG Ed Jackson, states that his first

GRADUATION DATES

Career and Education Information Center
Army Occupational Handbook
Modern talking picture service
ASVAB testing program

DELAYED ENTRY PROGRAM

DEP OBJECTIVES	LAST YEAR	GOALS	ACCOMP		THIS YEAR	GOALS	ACCOMP

	NAME	DATE ENLISTED	NUMBER REFERRALS	OPTION	AD DATE
1					
2					
3					

step is to see the senior counselor at the high school and go over the list with him. "The counselor is generally the best source of information on what these young people plan to do after graduation. He can identify those who are planning to go in the military as well as help you eliminate those who wouldn't qualify due to low scores or physical or moral reasons."

A talk with the counselor will allow the recruiter to identify where his priorities should be placed. He can concentrate his efforts on those who are planning to go in the military first, and then on those who are undecided about their future.

SSG Aurelio Garza, Ontario, Calif., recruiter, has many ways of refining his high school list. "I talk to the counselor about the students, but I don't stop there. I also talk to the students about other students. I check the newspapers for information about any students who might be on my list. Our local paper prints a list of college-bound seniors, including the schools they will attend.

This helps to identify the students I want to talk to first. The newspapers also run stories about young men who get into trouble or who are seriously injured in accidents; these I eliminate from my list if the situation warrants."

In some cases high school lists are not available directly from the school for one reason or another, such as school board policy, PTA objections, etc., but that is no reason why the recruiter should work without a list. He can make his own. Yearbooks, sports rosters printed in

the newspaper, and other students are just a few of the ways a recruiter can compile his own list.

Obtaining information about students calls for tact and discretion so as not to alienate school officials and other civic leaders. Excellent rapport can be easily destroyed by over-aggressiveness.

Another of the tools available to the recruiter in conducting a sound high school program is the ASVAB testing program. It helps to establish a good working relationship between the counselor and the recruiter.

Of benefit to the recruiter is the information that enables him to determine those mentally qualified for enlistment by categories and determine which students plan to attend college, enlist in the military or are undecided.

Since ASVAB scores are authorized to mentally qualify applicants for enlistment, the recruiter can be more specific when discussing options and occupations for which the applicant appears qualified. Remember, though, only the Army guidance counselor should "sell" an option to an applicant.

In conjunction with the ASVAB program, recruiters should use the Educator Package (US Army Career and Education Information Center).

The counselor can use the Educator Package as a vehicle for developing meaningful career guidance while relating Army and civilian occupations. It also enables students to identify the ASVAB areas related to Army training programs and helps familiarize them with needed worker qualifications.

Some of the recruiter's choicest leads get lost somewhere between the high school list and the college file. The leads are lost like this: a high school senior is contacted. He or she says, "I'm not interested . . . I'm going to college," and the recruiter simply marks the high school list "going to college" and mentally discards that student as a prospect.

The fact is, some of these individuals will never make it to college, and many of those who do begin college will be back home by Christmas as dropouts.

If the list is simply annotated and a prospect card not initiated, no system exists to prompt follow-up. A lead that could have turned into an enlistment has fallen through a crack.

Army sports clinics provide a valuable opportunity for a recruiter to increase his access to and credibility with a high school.

The clinics are entertaining as well as instructional and provide students an opportunity to talk with the athletes and study their form and technique. The subtle approach may well provide the recruiter with an "in" that previously did not exist.

By promoting the clinics the recruiter can establish rapport with coaches, athletic directors, school faculty and, most importantly, the students.

All of this, along with Project AHEAD, ACES, high school film booking service, career day activities, educator tours, speakers programs and others, should be incorporated to make any high school program a successful one.

Jacksonville DRC good recruiting

By **CHARLOTTE JONES**
Jacksonville DRC

The people of the Jacksonville DRC have always known that they were good, and now they have the proof. It came when the results of the FY 77 Annual General Inspection were made known: all five of the DRC's recruiting areas were rated commendable in recruiting management by the IG, and the CG of USAREC sent the DRC a special letter of commendation.

How do Jacksonville recruiters do it? What management tools do area commanders and their assistants use? How is the new recruiter given a boost as soon as he assumes duty?

"Stick to the rules! This is a basic of good recruiting," said Master Sergeant Bob Elkins, assistant area commander of the Tampa Area. "The purpose of the regulations is to help the recruiter, not to pass an IG.

"We have found that sound work planning, the prospect card file, high school and ASVAB lists and high school and college folders get the job done in the most organized and efficient way. The regulations covering these work tools are there for the benefit of the recruiter," he continued.

Jacksonville DRC recruiters are really "organization men." When setting up their work plans, they organize their time, both on a short and a long-range basis. "What we really do is cut down on windshield time," said Sergeant First Class Wayne Glenn, assistant area commander of the Jacksonville Area. "We have more contacts and less driving."

Recruiters in his area submit their work plans to the station commander and to area headquarters for approval. Each recruiter has various points of contact in his area, and he divides his week among these points in planning his day-by-day itinerary.

Staff Sergeant Robert Barnes, a new Jacksonville DRC recruiter, is briefed by his station commander, Sergeant First Class James Dudeney, before Barnes actively begins his recruiting.



SSG Barnes and SFC Dudeney go over the latest ASVAB list results before Barnes visits the school concerned.



Also, responsibility for taking applicants to the MET testing site is shared among recruiters in a station. In a multi-man station, another item in the daily itinerary is "desk day" in which each recruiter has one day in the office to handle traffic and to make appointments.

Area size is important in making work plans. In a large rural area, a recruiter may have time to visit a certain high school only once a week. In an urban area where contact points are closer together, a recruiter may visit a specific school twice or more a week.

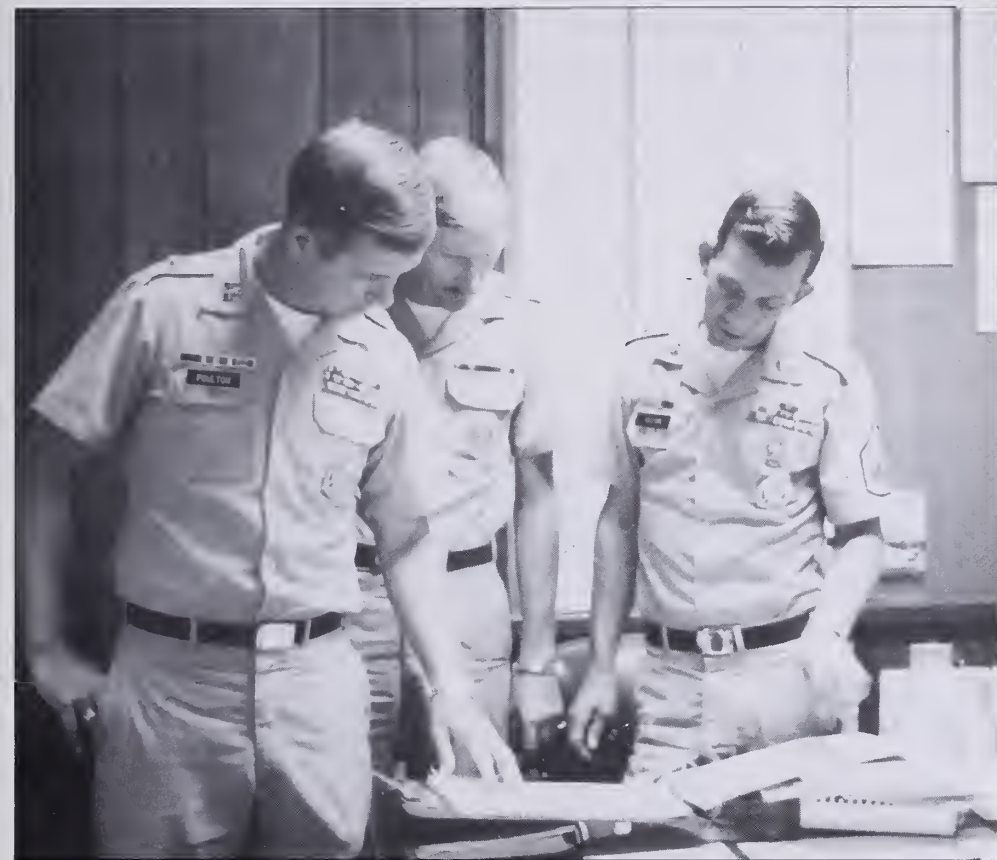
"How often a recruiter in our area visits a certain area depends on its QMA," said Master Sergeant John

Johnson, assistant area commander of the Waycross, Ga., area, which includes many rural counties. Once this is determined, the recruiter will plan his daily itinerary.

"He's consistent in his planning so that the residents of a specific county or town will know he's going to be there on the same day each week. In addition, he makes sure that his appointments in the area are scheduled for that day," Johnson said.

"Friday afternoon planning sessions are a must," said Captain Mike McClellan, Tampa area commander. During these sessions, recruiters fill out a work plan for the following week. Priority is given to appoint-

has proof of management



Captain Charles Poulton, Jacksonville area commander, Staff Sergeant Paul Graley, a new recruiter, and SFC Wayne Glenn look over Graley's work plan.

ments with high school seniors and graduates and to high school visits. "We try to plan appointments ahead of time," said SFC Antonio Bernhardt, Tampa recruiter.

Every week's a different story. In planning the following week, a recruiter needs to be flexible, allowing time for last-minute appointments. "A recruiter may use the night before to plan in detail, hour by hour, for the next day," said Master Sergeant Sammy Escoo, St. Petersburg assistant area commander. If a recruiter finds he's getting behind, he plans his time to make more phone calls. Also, if he finds that a certain school is very receptive and has many prospects,

he'll visit it more often. "Production affects the whole plan, one way or another," said Sergeant First Class David Russell, Ocala, Fla., station commander.

New recruiters are taught to use the work plan to their advantage. "The Friday afternoon planning sessions are a good way of briefing a new recruiter about work plans," said CPT McClellan. Sergeant First Class Glenn goes with new recruiters on their itinerary to show them how to make the most of their time. He makes suggestions and recommendations and, on many occasions, gets new ideas from them.

The overall benefit of a work plan is that, by looking at it, the area

commander or his assistant always knows where a recruiter is and can contact him. The recruiter is always available in his area.

An important aid in setting up daily work plans is the prospect card file, which contains biographical information about each prospect. One card is filled out per prospect, and each card has a suspense date on it, determined by the individual's situation. The file is used to make appointments.

It's synchronized with the recruiter's itinerary, since both are set up on a daily basis. Initial and follow up contacts with prospects are noted on the cards. With a DEP in, the recruiter confirms beforehand the date he's going into active duty (the card's suspense date) to avoid "surprises."

"We require the 200 card to be filled out completely," said SFC Glenn. "Also, recruiters ask more questions than the card requires, to gather any additional information that will help them in the future." A common question the recruiter asks is "Do you have any buddies who might be interested?" The answer is recorded on the cards, often leading to more referrals.

Station commanders and assistant area commanders keep track of card files, to make suggestions to recruiters and to help avoid oversights.

Where do the names in the files come from? High school and ASVAB lists. A recruiter may have either list or both. If he has both, he combines them to work more efficiently.

On the ASVAB list, the students' names are coded numerically by their future plans. Code One indicates entering the military; Two is undecided; and Three is "going to find a job." The codes extend to Seven, covering educational plans. The code indicates for the recruiter the priority in which he is going to contact students, with number one as

Jacksonville DRC

first priority. The assistant area commander works with recruiters on assigning priorities.

It is also refined by omitting the names of those unqualified. This is determined by phone calls to the students. "If a prospect agrees to take the ASVAB, he's already indicated an interest, and an interview with him is the next natural step," said Sergeant First Class Johnny Mulholland, Daytona Beach station commander. Before calling the prospect, the recruiter tries to know as many things about him as possible to create rapport with him. After determining that he is qualified, a recruiter may ask if the student's guidance counselor has discussed his scores with him. Taking a positive approach, the recruiter then asks when the student would like to meet with him to discuss the scores. "The recruiter's goal is to see the man 'eyeball-to-eyeball' in the recruiting station," said MSG Escoe.

Recruiters in the Jacksonville Area write comments on the list about what was said in phone calls. "This helps the recruiter 'take up where he left off' the next time he calls the same person," said SFC Glenn. "He saves time this way, by not repeating questions."

Another method is to keep a notebook in which each student's name is listed. Space is left to write his numerical priority, ASVAB score, phone number, and notes about every conversation the recruiter has with him.

In the St. Petersburg Area, students are assigned numbers, which are listed in the notebook instead of their names. The numbering starts over with each different school. The value of the notebook is the same as making notations on lists — the same questions aren't asked again.

Once an individual expresses a definite interest in joining the Army, a 200 card is filled out on him, and a notation is made in the notebook or on the list.

Another aid to the recruiter in organizing his time is the high

school/college folder. It has been called a "diary of visits to schools." A recruiter uses it to make notes about conversations, likes and dislikes, and projects with school guidance counselors and occupational specialists, projects such as job fairs, ASVAB testing, and high school presentations. Folders are very helpful to the recruiter in making long-range work plans months in advance. Many recruiters obtain a copy of the school's yearly calendar to help them plan their schedule.

Work plans and high school folders lead to continuity. "We have developed a plan that is never-ending. For example, all the schools in the Jacksonville Area are already

Sergeant Paul Graley in the Jacksonville Area find that mutual support, positive thinking, aggressiveness and a spirit of friendly competition are among the principles of recruiting. "We work together as a team. We help each other," said SSG Graley. The area commander and his assistant instill a positive attitude in their men. They convince recruiters that the system of work plans, prospect card files and ASVAB lists is a workable plan. Recruiters find they can use it to their advantage. They learn to avoid shortcuts and go by the regulations.

Area managers visit recruiting stations to work with recruiters on specific problems. Awards are given



SSG Johnnie Golden, South Jacksonville recruiter, prepares to go on itinerary after the various briefings he received at the DRC, area and station.

scheduled for ASVAB testing for the next school year." said SFC Glenn. "Everything ties in. If one recruiter has to leave, a new one can step in and take over."

New recruiters are helped by experienced recruiters. The new recruiter learns what the high schools and guidance counselors in his area are like and how to work with them. He learns to show a desire for young people to further their education in the Army. The experienced recruiter introduces him to seniors in the Delayed Entry Program who can refer others to him. He discovers that the DEP Referral Program is a priceless recruiting aid.

New recruiters such as Staff

to outstanding individuals to produce a feeling of friendly competition and good morale.

Area management also works with recruiters in being aggressive about "drumming up publicity." Whether it's being a volunteer auctioneer on a public television station or getting an enlistee's name and picture in the newspaper, publicity is created. The recruiter is before the public eye.

And so, the names may change, but the principles remain the same.

Great recruiting? It comes from dedicated, positive-thinking men making the rules work for them.

Planning and initiative — a great combination!



BRIDGING THE ASVAB GAP

*Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;*

This is the first verse of "The Road Not Taken," a poem by Robert Frost. It is indicative of the problem faced by high school and college students today. The problem being, "which road do I choose" or "what career is best for me."

The challenge we face is how to make the military an integral part of career education in the high schools. At the same time high quality prospects are needed for enlistment. ASVAB can help to bridge this gap and can contribute to making the military a part of the career education movement. The problem is, how do recruiters convince high school counselors that ASVAB will benefit the schools and the students?

Data concerning the validity of ASVAB test results as predictors of success in civilian jobs has not been obtained (validity studies are scheduled for publication in March, 1978). Therefore, recruiters cannot attempt to sell school counselors on the use of ASVAB as a valid predictor, and other selling techniques need to be used.

However, ASVAB is a useful career exploration tool if used in proper perspective. It is designed to provide information about a student's aptitudes. When you are offering ASVAB, you're selling an *aid* to career education. ASVAB serves dual purposes for the student by showing both strengths and deficiencies.

It can serve as a generalized ability test for students by checking through the GT score. If the score is 50 percent or better on the GT, a student will probably be able to do well in college if that is the goal.

By **BRUCE MANN,**
Concord DRC and
Dr. HARTLEY B. CAMPBELL,
Ed. Liaison Div., HQ USAREC

The school counselor can aid students in career exploration by utilizing:

- ASVAB
- US Army Career & Education Information Center (Educator Package)
- Army Occupational Handbook (AOH), 1976-77
- The Dictionary of Occupational Titles (DOT), Department of Labor
- Occupational Outlook Handbook (OOH), Department of Labor
- Military-Civilian Occupational Source Book, DOD 1304.12Y, 1975
- Current newspapers "Job Ads" and telephone book "Yellow Pages"

Once the students' aptitudes have been identified, and interests aroused, references can be used to get an overview of the job opportunities, and the type of work performed along with other important factors. These can be refined by examining the above listed resources. Knowing the ASVAB score will aid in the process.

The yellow pages and newspapers will give students an idea of what types of companies utilize the particular skill area.

The Educator Package and the AOH will indicate opportunities where the students may utilize these interests and aptitudes, especially if there is interest in the Army. The students should examine the Worker Trait Groups (WTG), Sections 3 & 4, of the Educator Package. By locating the occupational area of interest and which WTGs it fits into, students can

examine many aspects of work.

Sometimes there is resistance to ASVAB from school counselors. These objections tend to focus around three main areas:

- a. The test is male oriented
- b. The test will be used by the recruiter as a means of generating leads
- c. The test lacks validity data

When such objections are being raised, it is not time to become argumentative. Remain positive, retain composure, sell ASVAB as an *aid* to the school and to students, as well as to the military.

The discussion in the earlier part of this article provides several suggestions, but remember a very important resource when dealing with school counselors is your local DRC education coordinator.

Further help in refining a student's interest and aptitude areas can be obtained by coordinating with nearby military installations to conduct tours of posts, followed-up with "shadowing" of a particular occupation (MOS) by a student for a limited time, provided arrangements can be worked out with the post and there is sufficient funding available. This is the kind of contribution to career education that many schools are seeking from the military, and it has proven successful in a number of situations.

Not every school is going to be receptive to ASVAB, but much resistance can be overcome and entrance gained if the recruiter presents himself well, utilizes the DRC education coordinator as a resource and back-up, and stresses the positive aspects of ASVAB as a useful career (including the military) exploration tool. The ASVAB can help students choose the road leading to somewhere.

USMAPS:

One of the routes to an Army commission

By LTC MATTHEW HOWARD
HQDA (SAPA-PI)

The "Poop School" is what graduates call it. Officially, it is known as the United States Military Academy Preparatory School (USMAPS). By whatever name, USMAPS offers an exceptional educational and career opportunity for qualified men and women soldiers interested in competing for 170 West Point appointments set aside annually for the total Army — 85 Regular Army and a total of 85 for the Reserve Components.

Career counselors should be aware of this career opportunity and counsel their enlisted soldiers possessing drive and motivation to apply for USMAPS, a first step to West Point admission and a Regular Army commission.

Located at Fort Monmouth, N.J., USMAPS conducts a special nine-month course of instruction preparing soldiers, cadet candidates, to compete for West Point. Colonel James A. Davis, USMAPS Commandant, explained, "While USAREC doesn't have a USMAPS enlistment option, a qualified soldier may apply at any time."

USMAPS PROGRAM

About 320 soldiers, men and women, of the Regular Army and Reserve Components enter USMAPS every August. The course is taught in two semesters. First semester, an intensive review of high school math and English prepares cadet candidates for the College Entrance Examination Board's scholastic aptitude test (SAT) given in January. The academic review is important because many soldiers are away from high school a year or more before entering USMAPS.

Cadet candidate David R. Pelizzon served 2-1/2 years with the 82d Airborne Division as an aviation maintenance specialist before entering USMAPS. Last year he was the 82d Airborne Division Soldier of the



Year. Pelizzon also received the highest score Army-wide on his MOS test. Cadet candidate Pelizzon, the student battalion commander at USMAPS, said, "I was weak in English, but after the first semester I scored around 1300 on the SAT. This took total dedication, study every night and every weekend. It was really a challenge."

Second semester academics cover college level math and English courses preparing cadet candidates for plebe (freshman) year academics at West Point. Cadet candidates achieving a high degree of proficiency in second semester courses may validate course work or receive advanced academic placement at West Point. Cadet candidate Nancy A. Dykhoff, an outstanding second semester student, found Army life challenging and applied for USMAPS while stationed at William Beaumont Army Medical Center, Ft. Bliss, Texas. "USMAPS is a fast paced year of challenge, competition and rewards," said Dykhoff, a cadet platoon leader and dean's list student.

Based on USMAPS' belief that



good athletes generally make good soldiers, cadet candidates are required to participate in either intramurals or varsity sports as part of USMAPS physical conditioning program. USMAPS intercollegiate teams participate with local colleges, junior colleges and prep schools in 11 sports. Athletic rivalry exists be-



tween USMAPS and the Navy's prep school at Newport, R.I.

While the Army sets aside 170 West Point cadetships for enlisted members of the total Army, approximately 200 USMAPS cadet candidates enter West Point each year. This is possible because USMAPS students are encouraged to apply for nominations and compete for appointments in each additional category for which they qualify — Presidential, the Vice Presidential, Congressional, or as children of deceased veterans, and/or children of persons awarded the Medal of Honor.

ELIGIBILITY REQUIREMENTS

To be eligible for USMAPS, a soldier must be of high moral

character, demonstrate leadership potential, be motivated toward a Regular Army officer's career, and be in excellent physical condition — medically qualified as outlined in the current West Point catalog or AR 40-501. In addition, the applicant must meet the following requirements:

Age: Reached 17th but not 21st birthday by 1 July of academic year entering USMAPS.

Citizenship: US citizen or will become one prior to entering West Point.

Marital Status: Not married or have a legal obligation to support a child.

Prior Education: Should be a high school graduate with college

preparatory courses including four years of English, at least three years of math, and a year of laboratory science, and US history. However, applicants not possessing these education requirements may be accepted if they display academic and leadership potential and military aptitude. Demonstrated ability and motivation is a key factor.

Acceptance by USMAPS is not a sure admission ticket to West Point, but it certainly helps determined soldiers improve their qualifications in the stiff competition for a cadetship. As cadet candidate Bonnie E. Patton put it, "USMAPS is a place to develop study habits and get your head together. It's a lot of hard work."

USMAPS GRADUATES

According to three West Point cadets who graduated from USMAPS last year, the USMAPS course of instruction is an excellent preparation, both militarily and academically. Cadet Daniel G. Grey, who served with the 11th Cavalry in Germany said "I validated an English course here because of the excellent instruction at USMAPS." Cadets Susan E. Baker, formerly an air traffic controller at Fort Rucker and Donna S. Alesch, a signal school student prior to attending USMAPS, feel their experience developed lasting friendships with USMAPS classmates which proved beneficial and supportive during their first months at West Point. USMAPS graduates also form a basis of military experience within the incoming West Point plebe class which helps former enlisted soldiers and cadets straight from civilian life adjust to West Point life.

A number of general officers in the Army today entered the service as privates, attended USMAPS, and graduated from West Point. Major General Joseph P. Kingston, the Army's Assistant Deputy Chief of Staff for Personnel, a USMAPS graduate, said "For the remainder of their careers, officers commissioned from the ranks through the USMAPS - West Point program possess unique insight and appreciation of Army leadership and management."

APPLICATIONS

Applications may be submitted to USMAPS at anytime but should be received by June 1 of the year of desired admission. See AR 351-12 or DA Pam 351-2 for details.

Additional information may be obtained by writing the Commandant, USMAPS, Fort Monmouth, N.J., 07703, or calling Autovon 992-1807, or Commercial (201) 532-1807.

Pass the poop on the "Poop School" so your soldiers will be aware of this challenging opportunity for a commission and career as a Regular Army officer.

Don't forget

community and junior colleges

By GERARD G. LAUREYNS Education Liaison, HQ WRRC

The expansion of knowledge and rapid technological advancement of the 1970s has created a new need and awareness for humanism and individuality. Each person, more than ever, needs an opportunity to develop a realization of his own potential, a sense of dignity and personal pride in accomplishment.

Attending college can help, but getting a college education is no longer the simple answer to all of one's strivings, assuming, of course, that it ever was. The value of a college education has come under criticism recently, as each year's graduates have encountered more and more difficulty in finding jobs. Critics ask, why spend thousands of dollars and at least four years learning, only to end up in a job that could have been easily obtained without the college degree.

Others stress that while college degrees may not be as important as they once were, specific training is. Let's face it, good jobs with good futures are not limited to those who spend four years earning a college degree.

Community colleges — often known as junior colleges — were once viewed exclusively as feeders for four year schools. They offered only lower division college requisites, and usually bestowed no degrees. These colleges have become more imaginative and responsive in their offerings, and now present a wide selection of vocational and technical training programs to answer community needs.

Nationwide, the 500 junior and community colleges offer more than 10,500 occupational associate degree programs plus some 3700 training programs leading to job entry certificates. Students graduating from certificated training programs may not be able to join the work force with full professional standing, but begin work in a trainee or assistant status. Salary may begin at "entry level" with advancement dependent on initiative, motivation and ability. Some of these para-professional occupations appear to be "dead-ended" positions, offering little or no advancement within that occupational structure.

What more can an Army recruiter ask for than an educated, qualified individual with specific skill training who is looking for employment in that field. Unquestionably, typical college students are somewhat more sophisticated than the average high school grad; they're older, quite possibly supporting themselves (or

at least living away from home), have had more education and are more aware of their needs, likes, dislikes and immediate life goals.


The implications for the recruiter are that he will have less "selling" and more "opportunity presenting" to do. Such things as specific skill selection, good entry level pay, excellent advancement potential and Army continuing education opportunities, sell themselves. All a recruiter need do is present them — the advantages are self-evident.

The task of identifying prospective community college graduates varies with the college and the community, but starts by visiting the people in the college registrar's office, student personnel services, counseling and, obviously, the Project AHEAD counselor. Recruiters should already know this last person.

Don't overlook the college dropout. More than 50 percent of the students entering college for the first time, regardless of age, drop out before their freshman year is completed. The term "stop-out" quite possibly may be a more appropriate term. Although there seem to be few studies as to the whys of this, college administrators believe that the greater percentages of these drop out students eventually return to complete their educational pursuits. Exact estimates as to how many actually return are difficult, for many never return to the college of their freshman year.

Project AHEAD is a natural for the "stop-out" student. It offers a change of pace from collegiate life without totally discontinuing academic growth. If the stop-out is from a Project AHEAD college, the chances are that the school's on-campus residency requirements have already been fulfilled. In such cases, reinstatement (if required) as a Project AHEAD student is simply procedural. If credit transfer to a Project AHEAD college is indicated, additional effort may be needed. The college's Project AHEAD counselor will be happy to assist your soldier-student with the required paper work.

One last comment: arrangements can sometimes be made with college placement offices and/or financial aids personnel in assisting with identifying and locating the "stop-out" students. Visit these people to see what can be arranged.

In summary: you're missing a lot if you forget your (junior) community colleges. 

By **CYNTHIA NASON**
Journal Features Editor

Take extra care of those little things

"I'm not a supersalesman," said Sergeant First Class Oliver Brown, Jr., station commander of the Columbus, Ga., recruiting station. A four-year recruiting veteran, SFC Brown began recruiting in Augusta, Ga., near Ft. Gordon, before coming to Columbus. He was one of the first recruiters in the Atlanta DRC to receive the gold badge.

"I depend on contact with people. You get out of recruiting what you put into it. I've always tried to go farther than I have to, to go above and beyond what is required, by taking extra care with the little things which might seem unimportant, but which go into the making of a successful recruiter. What the prospect thinks of you as a person goes a long way toward determining whether or not he will recommend that his friends join the Army."

Of course, SFC Brown believes that the high schools are one of the chief sources of applicants so he spends a great deal of time working with the students and school administrators. "They have to know the recruiter is there to help the student," said Brown. "I don't mean to say that everyone you help will go in the Army. Putting everyone in the senior class in the Army isn't and shouldn't be the recruiter's objective."

"The first step to getting into the schools is to be trusted by the school administration. I've encountered problems, but I never let them stop me and I've always been successful. Some school people have the idea that if they let a recruiter into the school, he'll encourage all students to drop out and join the Army. I try to understand that they probably have good reasons for feeling that way, maybe from previous bad experiences. It's my job to change this impression, however."

"It gets back to what I was saying before about helping the students. I let the administrators know that I have the student's best interests in mind — and I do things that help

him. For instance, maybe I need to assist him in obtaining an ROTC scholarship. In another instance, a recruiter here had a senior drop out of school. The recruiter talked to the young man and talked him back into school. I'm sure this was an impressive thing for the counselor and principal to know."

In selling Project AHEAD to college dropouts, SFC Brown said, "Maybe the best technique to use is the same one you'd use with most other applicants. First, build rapport and find out where his interests lie. Then match that up with what the Army can offer. Only after rapport is built, can AHEAD be discussed, and usually it won't be during the first contact or interview."

"It's not that I'm against selling AHEAD, by any means, but selling the Army comes first. And from experience, the college dropout is more interested in getting away from college. The student from the four-year college here, Columbus College, doesn't want to join the Army and enroll in Columbus College. He wants a skill. I tell him about basic, AIT and then what he could be doing if he were assigned to Ft. Devens, Mass., for example. More often than not, when I've gotten to the point when I can interject AHEAD, he says, 'I'm tired of school.' Then I tell him, 'Well listen, John, you don't have to go now. You can go when you get ready. It's just that when you go, instead of having to transfer your credits to the University of Massachusetts, you can transfer them back to your home school, Columbus College. Your home school can consolidate your credits with those you presently have. When you get to Ft. Devens, the education center of counselor will contact you and let you know that although you are not

presently interested in college, you can still be enrolled in Project AHEAD."

Sergeant Brown and his station have a good track record. It's the story of a station of solid producers doing the job month after month and week after week, day after day. And it's the kind of success that doesn't happen overnight: the station is successful because of its reputation.

A good reputation is something a recruiter builds bit by bit. It's founded upon a recruiter's honesty and ability to carry out what he promises. And the best way to acquire a good reputation is to not make mistakes. The best way to do that, is to know the product.

"We talk a lot about product knowledge in this station," commented SFC Brown. "One of the things I tell recruiters here is to refer to the basic tools. When you're asked a question, look it up, instead of assuming that you have the answer. By pulling the book out, you save yourself the danger of an applicant misinterpreting something."

"Misunderstandings happen, but, they don't often happen to us, because we take pains to make sure they don't. When they happen, that is just one more reminder to explain everything clearly several times to an applicant, making sure he or she understands. I'd rather repeat myself than risk being misunderstood. I certainly wouldn't want an applicant to wind up in a fix because I was responsible for giving him the wrong information."

Sergeant Brown is a man dedicated to his work, but one who places the interest of the young person first. Whether or not the applicant ends up in the Army, Sergeant Brown wants the individual to make the right decision for his or her future.



FIVE RECRUITERS in two recruiting stations were honored recently by the California Army National Guard for their excellent support of the Guard's recruiting programs.

Sergeant First Class Wardell Hendricks, station commander of the Vallejo Recruiting Station, and **Staff Sergeants Robert Zang, Henry Warwick, John Ochoa** and **Sergeant Nancy Baggott** of the Fremont Recruiting Station received a "Guardman" award for calendar year 1976.

Hendricks was honored as the Army recruiter responsible for the greatest number of accessions into the Guard while the Fremont station produced the greatest number of ARNG accessions during the year. (San Francisco DRC)

IT MAY HAVE BEEN BAD for his low-cholesterol diet, but the career counselor from 2/41st Inf., 2nd Armored Division, was more concerned with the seasoning of his unusual dinner. He was forced by the other career counselors in the 1st (Tiger) Brigade



J. B. Stroud

SGT Mark Weaver chews his "rare" projection paper while his fellow career counselors enjoy their well-done steaks.

to eat his projection sheet for reenlistments as a result of a bet.

"The objective was not the same for each battalion, but the career counselors for the three battalions decided that the low person for the month would buy the other two a steak dinner," explained **Sergeant First Class Reiley Watson**, the 1st Brigade career counselor.

All of them went at it enthusiastically. But one of them did just a little more boasting than the others. "Maybe he was a little overconfident," said Watson.

The month ended with **Sergeant Mark Weaver** of 1/66th Armor the low person in the brigade. He had it

all set up to quietly concede and buy a steak dinner for **Sergeant Daniel Jackson** of 2/41st Infantry and **Sergeant Joseph Nowakowski** of 1/67th Armor.

"We couldn't just let him buy a steak dinner after a month of boasting. So," mused SGT Jackson, "we decided to let him eat his words or, at least his projection sheet."

Without any knowledge of what was to be his lunch, SGT Weaver met the career counselors at a local steak house.

His projection sheet was placed before him and he was handed the salt and pepper.

"What could I do? I really did harass the other two during the month and I was the low man on the totem pole," said a perplexed Weaver.

"Sergeant Weaver had made 204 percent of his first term objective, but only 58 percent of his careerist objective. His work helped us become the highest unit for reenlistments in the division, but they held him to the bet," said Watson.

Weaver stuffed his napkin in his collar, sprinkled salt on the projection sheet and bit off a corner while the other career counselors dug into a steaming lunch.

Not as hard-nosed as they might seem, Jackson and Nowakowski finally let SGT Weaver have a side order of steak. (SP4 Barbara Sorenson)

WHEN YOU DECIDE to put on "M*A*S*H" as your school play and you realize you don't have any Army uniforms, what do you do?

Morton Township High School, Morton, Ill., had just that problem.

Staff Sergeants Steve Bishop and **Tom Kemp** of the Peoria Recruiting Station discovered the problem on a visit as part of their high school program and offered to help.

"Morton is my high school," said SSG Bishop, "and I felt that the play would get exposure for the Army, as well as give me a chance to repay all the cooperation I had received from school.

"It also gave them an example of the fact that we are willing to help the school whenever we can.

"They repaid us by a note of thanks in the program. This gave a positive impression of the Army to the parents and kids who saw the play performed later."

The Army recruiters provided a footlocker, 25 sets of fatigues, two duffel bags and two laundry bags. They even provided rank insignia to make the costumes authentic.

School officials pointed out that the help provided by the recruiters made the play much easier to produce and enhanced the Army image in the school, which had been cool to the Army in the past.

"We try to spot the chance to build rapport in any school," said SSG Bishop, "and to approach a school with a flexible attitude about our role as recruiters. Selling the Army requires creativity and what is more creative than a school play?" (SSG Paul Laird, Peoria DRC)

A SLIGHT DIFFERENCE in their smiles is about the only way to distinguish between 20-year-old twins **Patrick and David Grant**.



While their decision to join the army meant double QIPS for **Staff Sergeant Martha Dickerson** of the Salem, Mass. Recruiting Station, it also meant a considerable amount of confusion, trying to keep their records straight during the enlistment process.

Even though Patrick and David look alike, talk alike, act alike and think pretty much alike, Martha was able to differentiate between the young men by their clothes.

Her downfall came when the soldiers completed basic and AIT and returned as recruiter aides. On top of everything else, they now dressed alike.

Telling them apart was a losing battle for even the most discerning eye. So no one even tried. During the two week period that Patrick and David's tours overlapped, they were both addressed as Private Grant.

In the photo above, Patrick is on the right. Or is it left? (Boston DRC)

ADVERTISING THE ARMY in front of 2000 high school students for two weeks at no cost was the result of extra leg work and salesmanship for **Sergeant Tim Hunt**, of the Keene, N.H., Recruiting Station.

Keene High School has a course in retailing within the Distributive Education Department. The course uses store front windows within the school and allows local businesses to display what they sell, with the students doing all or most of the display work.

Capitalizing on the situation, SGT Hunt sold the teacher on the idea of using the Army with a display theme of Army uniforms, past and present. He acquired Revolutionary and World War I uniforms from the Ft. Devens, Mass., museum.

Hunt said, "The only problem the kids had was finding a male mannequin that was under five feet tall with a 27 inch waist. (Concord DRC)

MORE HONORS went recently to **Sergeant First Class Richard Silbaugh**, SWRRC's Recruiter of the Year for FY 76.

Most recent are a Centennial Chapter of AUSA award for professionalism and excellence in recruiting, and a special award from the Sales Executive Club of Denver for superior salesmanship.

Silbaugh, recruiter in Chadron, Neb., received the latter award in recognition of his efforts from sales professionals throughout the Rocky Mountain region. He was nominated for the award by **LTC Robert H. Heidersbach** (ret.), sales manager for a large Denver firm. (Denver DRC)

ANYONE LOOKING for magazine models? Apply to Santa Ana DRC and ask for **Staff Sergeants Marty Goldman, John Kelso** and **Art Snow**. These recruiters had a change of pace when they posed for a Firefinder brochure published by Hughes Aircraft Ground Systems Group, Fullerton, Calif.

The full-color brochure (sorry, no centerfolds) is illustrated with 10 photos of the three recruiters demonstrating components of the Army's latest weapon locator system.

The booklet has been distributed to Hughes foreign offices in Bonn, Brussels, Madrid, Oslo, Ottawa, Rome, Stockholm, Taipei and Tehran. It is also the official handout on Firefinder at the US Army Electronics Command, Ft. Monmouth. (Maxine Dougan, Santa Ana DRC)



WHEN THE STRANGER in the blue uniform put his foot down in the auditorium of Southern Lehigh High School, the ears of 28 students listened intently, their mouths were silent and 56 eyes peered in anticipation of his next move.

He placed a phonograph needle on a record and brought the microphone to his mouth. Taking a deep breath, he let out, "Sets in order, circle in and out and around and thru, for square dancing is for you."



"Bachelor of square dancing" SSG Bill Gordon instructs students at Southern Lehigh High School.

That was the scene as **Staff Sergeant Bill Gordon** began his class in square dance instruction. It all started from an opportune visit to the school and ended as a worthwhile day for the recruiter.

Gordon, who recruits in Allentown, Pa., is an accomplished square dancer and holds a "bachelor of square dancing" degree from the Braggart's Club at Ft. Bragg.

"Sometimes your personal talent can work on your side," said the 34-year-old staff sergeant. "Fortunately, I was in the right place at the right time to make mine known."

Sergeant Gordon said that while visiting the school one morning, he overheard a conversation between two physical education teachers concerning the school's mandatory dance classes.

"I realized this could be my big chance to get in good with the school administrators. Not that there were problems," he added. "I just needed a good door opener."

"I asked if the school taught square dancing and the teachers said no," he explained. "I told of my qualifications and offered my services."

The school agreed and arranged for a square dance session during regular physical education classes. "But," said SSG Gordon, "the school was doubtful as to whether or not it would be successful."

Not only was the program well received by the students and teachers, but it also added two enlistments to the Delayed Entry Program. Further proof of success came a week later when Sergeant Gordon received more than 300 letters thanking him and inviting him to return to Southern Lehigh. (SP5 Philip DeIvernois, Harrisburg DRC)

WHEN ROBERT CONKLIN WAS REJECTED as being overweight at the Detroit AFEES, he hit on a novel method of slimming down for enlistment.

To drop the excess pounds, Conklin walked from his home in Jackson, Mich., to Detroit and back, a trek of nearly 150 miles.

"I did it because I wanted to get in the Army very much," Conklin said.



Michael Galbreath

A long road faced applicant Robert Conklin before he enlisted in the Army. He walked nearly 150 miles and was greeted by recruiter SSG Dennis Selby at the completion of his trek.

"A lot of people were amused by his walk," said Conklin's recruiter, **Staff Sergeant Dennis Selby**. "But

it shows how earnest many young people are about getting into the Army."

Conklin could have shed pounds differently but he felt a few days on the road would help him reach his goal while he could avoid the food temptation.

Sergeant Selby met Conklin on the highway at the end of his walk into the Army. (Michael Galbreath, Lansing DRC)

AN ARMY HELICOPTER used by the Safford, Ariz., Recruiting Station is not a static display. In fact, the chopper never gets a chance to gather dust under its skids.

Staff Sergeant Ted Tippetts, Safford station commander, coordinated visits with a helicopter from Fort Huachuca, to all seven of his high schools and to the only college in his area within one day.

The key to success on such a project requires cooperation from the schools and exact timing.



The recruiter's rapport with his schools was effective. He informed each school of the helicopter's arrival time and at every stop the student body was assembled outside as the "chopper" landed.

During the 45 minutes spent at each stop, SSG Tippetts answered questions about Army jobs as the students inspected the UH-1 (Huey) inside and out.

Lieutenant Colonel Peter H. Walker, commander of the Phoenix DRC, joined the flight to present certificates of appreciation to key faculty members at one school.

Sergeant Tippetts' recruiting success may be partially due to his spectacular entrances at assigned schools. It can certainly be said that a helicopter he requests for static display will be anything but static. (Warren E. Nordman, Phoenix DRC)

ARMY VISIBILITY was apparent at Indianapolis through the jointly sponsored Army float entered in the Indianapolis 500 Festival Parade. The float was sponsored by the Indianapolis DRC and Ft. Benjamin Harrison.

The float, 45'11" long and 13'6" high, took 500 man-hours to build.



Following the parade theme, "The Funtastic World of Hanna-Barbera," the float exhibits Judy and Elroy Jetson surrounded by dream bubbles depicting Army opportunities available "when they grow up."

Marshals for the three-hour parade were Hanna and Barbera themselves, creators of more than 2000 cartoon characters during their life-long association. Millions of television viewers across the nation got a glimpse of this float, along with the Goodyear blimp which, for several days, conspicuously urged via its lighted signs, people to "Join the People Who've Joined the Army."

The night before the race, the float was shown in a four column photo in the *Indianapolis News* front page. (Maryhelen Correll, Indianapolis DRC)

CHARITY MAY BEGIN AT HOME. but so does recruiting for **Lieutenant Colonel Richard A. Thompson**, commander of the Los Angeles DRC, as he enlisted his 18-year-old son, **Christopher**. Christopher enlisted to become an armor crewman and collect a combat arms bonus. (Dave Mazer, Los Angeles DRC)

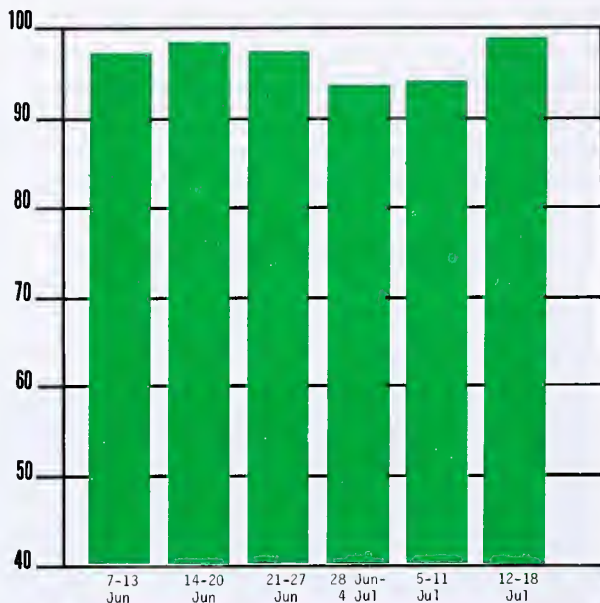
MEANWHILE. in New Orleans, **Michael E. McCormick** is following in the footsteps of his father, **MSG John B. McCormick**, the operations NCO for the New Orleans DRC. Michael enlisted recently and will report to Ft. Leonard Wood for BCT, where his father took BCT in 1953. (New Orleans DRC)



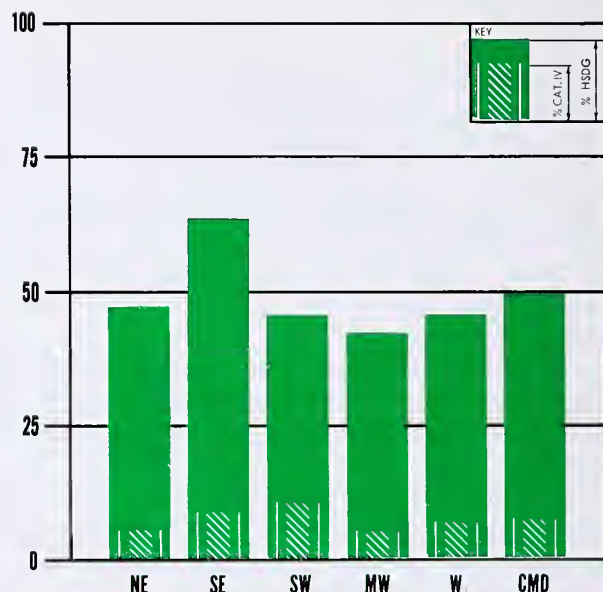


Q-2

96.5 98.0 97.7 94.3 94.6 98.8



Percent of weekly objective accomplished for shipping weeks indicated.



Percentage distribution of male NPS high school diploma graduates and NPS male cat. IVs by region as of 18 July 1977

QUANTITY & QUALITY

The following is a list of DRCs ranked according to their degree of success with the weekly objective. The DRCs are listed alphabetically within categories.

(For the 40 shipping periods 28 Sep 76 thru 18 July 77)

40 of 40 weeks	Atlanta	33 of 40	Albuquerque	22 of 40	Newark
	Balto-Wash		Philadelphia		New Orleans
	Charlotte	32 of 40	New Haven		Oklahoma
	Cincinnati		San Antonio	21 of 40	Denver
	Columbia	31 of 40	Phoenix	20 of 40	Des Moines
	Concord		St. Louis	18 of 40	Niagara Falls
	Jackson		Syracuse		San Francisco
	Jacksonville	29 of 40	Albany	17 of 40	Kansas City
	Long Island	27 of 40	Boston		Omaha
	Louisville		Indianapolis	15 of 40	Milwaukee
	Miami		Sacramento		Pittsburgh
	Montgomery	26 of 40	Cleveland	14 of 40	Los Angeles
	Newburgh	25 of 40	Beckley		Portland
	Raleigh		Columbus	13 of 40	Detroit
	Richmond		Little Rock	12 of 40	Peoria
	San Juan	24 of 40	Dallas		Salt Lake City
39 of 40	Nashville	23 of 40	Houston		Seattle
35 of 40	Harrisburg	22 of 40	Chicago	10 of 40	Minneapolis
	Honolulu		Lansing	9 of 40	Santa Ana

Rankings based on preliminary information received from regions

GIPS credits/recruit

1.	SERRC	5.736
2.	WRRRC	4.805
3.	MWRRRC	4.325
4.	NERRC	4.281
5.	SWRRRC	Unavailable at press time

GIPS credits/recruiter

1.	SERRC	24.419
2.	NERRC	11.179
3.	WRRRC	10.321
4.	MWRRRC	7.780
5.	SWRRRC	Unavailable at press time

Top 20 DRCs*

1.	Miami	6.881
2.	San Juan	6.752
3.	Raleigh	6.628
4.	Richmond	6.488
5.	Jacksonville	6.068
6.	Atlanta	5.567
7.	Columbia	5.538
8.	Honolulu	5.510
9.	Montgomery	5.344
10.	Omaha	5.114
11.	Jackson	5.112
12.	Charlotte	5.074
13.	Concord	4.922
14.	Louisville	4.831
15.	Minneapolis	4.736
16.	Cincinnati	4.702
17.	Balto-Wash	4.634
18.	Oklahoma City	4.552
19.	Sacramento	4.468
20.	Milwaukee	4.457

Top 20 DRCs*

1.	San Juan	36.109
2.	Jacksonville	31.965
3.	Miami	27.778
4.	Montgomery	27.049
5.	Columbia	26.119
6.	Jackson	25.634
7.	Atlanta	24.910
8.	Raleigh	21.509
9.	Richmond	20.438
10.	Louisville	19.721
11.	Balto-Wash	18.917
12.	Nashville	17.957
13.	Honolulu	16.697
14.	Charlotte	16.532
15.	Concord	12.618
16.	Long Island	12.123
17.	Newburgh	12.026
18.	Cincinnati	11.927
19.	San Antonio	11.174
20.	Boston	9.919

*Only those DRC that accomplished their quantitative objective each week during the reception station month starting 31 May and ending on 27 June were eligible for consideration.

Does not include bonus credits.



Training Ideas

for station commanders to use in their own professional development training. Feel free to adapt this to local needs. We recommend you file this page.

SUBJECT AREA:	REFERENCES:	OBJECTIVE/REMARKS:
High School Program	USAREC Reg 601-29	Do your recruiters understand the importance of establishing an effective HS Program in order to reach the quality market?
DEP Referrals	Rule F, Table 2-5, AR 601-210	Do your recruiters understand the importance of timely contact with persons in DEP in order to maintain a continuous supply of leads?
Veterans Educational Assistance Act of 1977 (VEA)	DA Cir 621-14	Are your recruiters knowledgeable enough to use this program as a sales aid?



Recruiter Quiz

provides questions which are typical of those received by the PD Division of HQ USAREC. The answers are all found in the references cited.

Questions:

Answers:

- | | |
|---|-------------------------------|
| 1. What is the initial service obligation for an Army Nurse? | 1. Para 1-8a, AR 135-101. |
| 2. What are five techniques used by instructors to motivate students? | 2. Para 11-a, FM 21-6. |
| 3. Who is responsible for processing an Army Nurse applicant? | 3. Appendix A, DA Cir 601-68. |
| 4. How is the BESD computed for a lateral entry applicant? | 4. Para 7d, DA Cir 601-51. |

SF Richey found on his visit to Ft. Knox that some things had changed since he went through basic training. Trainees gave him first hand accounts of their experiences.



Average reading time: 4 minutes

OOE visits drill sergeant brother

By WILLIAM G. HOLST
PAO, Ft Knox, Ky.

Sergeant First Class Al Richey thinks recruiters have a problem.

A recruiter himself in Marysville, Calif., SFC Richey admitted that it has been 15 years since he went through basic training and that he might not be able to tell future soldiers everything they might find helpful.

Though he said he and other recruiters try to get as much literature on basic combat training as they can, the lack of recent first hand experience has caused "a lot of heat between recruiters and drill sergeants." He explained that recruiters in their sales roles may not think about some of the problems drill sergeants face.

But Al has an inside track with a drill sergeant at Ft. Knox and spent several days touring different training facilities and got to visit new soldiers in the field. His brother, Sergeant First Class Darrick Richey, is a drill sergeant in the 4th Training Brigade and he introduced Al to his men in E-13-4, and gave Al a tour of Ft. Knox.

"The idea of recruiters visiting training units is a relatively new

idea," said Al. He said he had not been sure if he would get to see the training at Ft. Knox because of the distance between California and Knox.

Fortunately for the Richey brothers, who had not seen each other in over four years, the Army did decide to have Al visit the home of Armor and Cavalry.

Fort Knox was not a strange environment for Al, however; he said he was here several years ago to attend the Noncommissioned Officers Educational System course in Armor and Cavalry. But there have been some changes.

"I didn't know about OSUT (One Station Unit Training), and I had been wondering why some guys were coming back to visit so early," he said. While touring the 1st Training Brigade he met one of the young men he had enlisted for Armor training and got a first hand explanation of how AIT (Advance Individual Training) and basic were combined.

"He told me that there are differences in the items we tell them to bring and what they need. If they were able to bring some of them they wouldn't have to buy the things when they got here," he noted as informa-

tion he would relay in the future.

Though he gets some feedback from the soldiers who visit him while on leave, he feels they fail to mention some of the tougher moments about basic training. "After they graduate they feel good about it and forget how clumsy they were the first couple of weeks. But," said the recruiter, "I have to warn new soldiers that they may be depressed at first."

A combat arms soldier for 12 years before he went to recruiting school, Al influenced three brothers, including Darrick, to join the Army.

While Al and Darrick are the only two making soldiering a career, Darrick said, "At one point there were four of us in at the same time."

This early ability to recruit seems rather unusual given the situation in which Al enlisted.

"I went down to the post office to be a Marine but when I got there the Marine recruiter was out," Al recounted. "The Army sergeant made me comfortable while I waited. He asked me to take a seat and we started talking. Two hours later I was taking the test in Indianapolis."

Since he intended to join the military the day he went to the post

office, he was ready to make the commitment and that night was in the Army at Ft. Leonard Wood, Mo. Darrick followed his brother in the Army.

Whether Darrick is still following his older brother's example is unclear, but he is considering Al's advice to apply to the recruiting command. With well over a year's obligation remaining to be a drill sergeant, however, he will have some time to come to a decision.

Al said, "I think recruiting is something every NCO should get involved with. It's very challenging to be thrown back into the civilian environment representing the Army."


Darrick said he knows that he wants "motivated soldiers who don't expect to get something for nothing."

Discussing the needs of the Army as they watch men from Darrick's company qualify in the rifle range, Al mentioned some of the difficulties of recruiting. "We are often called by relatives about anything affecting their son or daughter in the Army. It seems like we have to know everything because we have to deal with all sorts of Army related problems."

Al said his approach is to tell the people considering enlistment everything he can and let them weigh the benefits of the Army against their

current situation. "Sure we might forget to tell them about something like 'recycling' where they repeat if they don't pass a certain phase of training, but I try to tell them as much as time permits," said Al.

Not only does he mention his obligation to the new soldier but also a responsibility to the organization he represents. Explaining his feelings on that relationship he simply said, "I've had 15 good years in this profession — and though I have to get new people to join, I don't want to mess up the Army."

Both he and his drill sergeant brother seem satisfied with that answer. 

Recruiter meets recruit at Ft. Gordon

By the time a soldier is halfway through basic combat training, most preconceived ideas about the Army have been put to the test. The soldier has innumerable flashbacks to meetings with his recruiter, who may have been his only source of information about Army life.

What, then, would a basic trainee have to say to his recruiter after four weeks of rigorous training? Private James H. Thompson of Roswell, Ga., said, "Thanks."

His recruiter from Roswell, Sergeant First Class Lewis L. Watts, was participating in the Recruiter-Drill Sergeant Exchange Program. "It's a great idea," said SFC Watts. "Recruiters are brought up to date on training through visiting basic combat training units, and drill sergeants find out about recruiters and how they do their job. The program gives both a better appreciation of each other's work and needs."

Private Thompson enlisted in the Army after graduating from high school. He came into the Army with one stripe for referring two friends, who subsequently enlisted, to his recruiter.

"I'm glad that I joined," said PVT Thompson. "I would not only do it again, but I've recommended it to all of my friends."

Private Thompson is involved in what is termed, "One Station Unit Training," or OSUT. He and other trainees in his unit are training for the Field Wireman Military Occupational Specialty (MOS). Not only are they receiving specialized training for their chosen MOS while in basic training, but they will transfer as a unit to the signal school for their advanced training.

"I think OSUT is a good idea," said SFC Watts. "For one thing, the cadre are able to observe the recruits for a longer period of time and better help them straighten out any individual problems."

"It's good for morale, too," said PVT Thompson. "Everyone in your unit is training for the same job, and you know that your buddies will be with you in advanced training."


The signal trainee said that his recruiter gave him a very accurate picture of what the Army would be like. "There were no real surprises after all that SFC Watts had told me," he said. "So far, I've liked everything we've done. The only thing I've really had any difficulty adjusting to has been going to bed at 9 p.m."

He said that the physical aspect of basic training was "just a little bit harder than football practice."

His father owns an electrical supplies business, and that's one reason PVT Thompson enlisted. "The course will make me familiar with many of the items sold in my father's business," he said. "I also like the challenges offered by the Army and the excellent training you get."

Sergeant Watts, who has been a recruiter for six years, said that his job made it possible for him to help many young people. "The Army has many unique opportunities to offer young men and women, and it's my job to explain these opportunities as fully as possible. It gives you a real feeling of satisfaction when you see someone you've helped to join the Army and he or she tells you what a good decision it was."

He said that young people joining the Army today are well-motivated and seeking a challenge. "We're getting some really good people in the Army now, and I'm glad to be in a position to help both these people and the Army."

Sergeant Watts has a one-man recruiting station in Roswell and operates out of the District Recruiting Command in Atlanta. 

Reprinted courtesy of The Rambler, Ft. Gordon, Ga.

When recruiters visit Ft. Dix. . .

By MG WILLIAM A. PATCH
Commander, USATC and Ft. Dix

Recently, I was invited to talk to the recruiters assigned to the Pittsburgh DRC. My topic was the "do's and don't's of recruiting — from the drill sergeant's perspective. I based my comments on my own observations and the views of experienced drill sergeants stationed here at Fort Dix. I would like to share these views with you.

First, we congratulate you! As recruiters and dedicated soldiers you are doing an outstanding job. Last year alone, Fort Dix trained and graduated over 44,000 motivated young men that you recruited throughout the United States.

However, some of the men and women you recruited have not measured up to standards. For instance, in 1976 Fort Dix discharged 2,967 active Army trainees under the provisions of the Trainee Discharge Program (TDP) because of low aptitude, poor attitude and lack of motivation. Further, 2,062 active Army trainees were discharged because of medical reasons and erroneous enlistments for a total of 5,029 at Fort Dix alone.

These figures are about average for all Army training centers, and, when you add *all* training losses, it means that you had to recruit about 30,000 more individuals in 1976 to meet the active Army's annual accession needs. In other words, your already demanding job became that much harder.

We believe that we have some ideas that will help both you and our drill sergeants.

● **Tell It The Way It Is:** BCT and AIT are tough! The training is challenging, stressful and realistic. Physically, it's as tough or tougher than it has ever been. The potential recruit should know this, but not because we want to scare him. Instead, if he is forewarned he will be forearmed to meet the challenge. For instance, a typical training day looks like this:

TIME	SUBJECT
(Lights out - night before - 2000 hrs)	
0400	First Call (Time includes shaving, rolling sleeping bags, securing all needed equipment, etc.)
0430	Breakfast (C-Rations)
0500 - 1200	Tactical road march (12 miles)
1200	Lunch (hot chow)
1230 - 1700	Individual tactical training
1700	Supper (hot chow)
1730 - 1800	Road march to bivouac area
1800 - 2130	Night defensive techniques
2130 - 2200	Trainee leaders' meeting at CP
2200	Lights out
(First call - next day - 0600 hrs)	

● **Don't Tell Them What They Want to Hear:** Sell the "green" uniform, the opportunity to learn a skill, education, a chance to mature and the pride of serving their country. Let the guidance counselor at the AFEES sell the MOS and write the contract.

● **Tell the Fat People to Get in Shape:** We see some individuals who are as much as 30, 40 or even more pounds overweight. These in-

dividuals will normally fail PT, suffer from "stress fractures" or "shin splints" and turn into trainee discharges or be recycled. If obviously overweight, advise the individual to push away from the table, run a mile each day, do sit-ups and chin-ups. Then send him to the AFEES after he gets in reasonable shape.

● **Ask About Previous Injuries:** Question each prospective recruit about previous injuries, trick knees and broken bones. The doctor cannot normally detect these things unless they are obvious. Invariably, these individuals break down under the physical demands of training and are medically discharged. If an individual needs a medical waiver, the AFEES is the best place to initiate this action.

● **Question the Potential Recruit about his Past Record:** Ask the individual to be open with you regarding his past record of enlistment or crime. Remind him that we will find out about it by the end of BCT. If they are honest about their past record and have demonstrated a desire to reform, help them get a waiver prior to enlistment.

● **Don't Promise Privileges in BCT/AIT:** Privileges are granted on the basis of demonstrated performance. During the first 3 or 4 weeks of BCT, the trainee is under a system called "total control" and we mean just that. Every move he makes from the time he wakes until he is put to bed is closely scrutinized by his drill sergeant. As he demonstrates self-discipline these controls are relaxed and privileges are granted; but only if earned by the trainee.

● **Don't Talk About Leave Be-**

tween BCT & AIT: In most cases — particularly for high density skills — the individual is shipped to his AIT station either on the day he graduates from BCT or the next day. Don't promise leave. Chances are he won't get it until he graduates from AIT.

● **Advice to the Married Recruit:** For individuals who have dependents, make sure they have marriage certificates, children's birth certificates, divorce decrees, adoption certificates and properly certified papers which show dependency for other relatives. These documents are necessary to initiate allotments and to obtain ID cards and other benefits due their dependents. Failure to produce these documents at the reception station causes delay, real family hardship and affects the trainee. Recruits who enlist to support a large family are poor risks! A trainee with a large family is not going to solve his financial problems on an E1's pay. Training centers have no facilities and/or means of taking care of AIT dependents. Further, the trainee has no time to see them. Dependent presence during BCT/AIT will only cause hardships for the family and the trainee.

● **Don't Discuss the Trainee Discharge Program:** Recruits arrive at the reception station already


knowledgeable of the TDP. Some, because they are homesick and others because they are afraid of the unknown, will request discharge before they join their BCT company. *The TDP is not a voluntary program for the trainee.* We, the Army, have a legal contract with the individual who enlists. The drill sergeant initiates discharge procedures based only on aptitude, attitude and motivation. The trainee has no right to voluntarily break his contract. Leave the explanation of TDP to his drill sergeant and BCT company commander.

● **Handling Aliens:** Remind aliens to bring their Alien Registration Card. This will expedite processing, required security clearances, and reduce lost time before he can be sent to AIT or his first duty station.

● **Check His or Her Driver's License:** You are enlisting many young men and some young women who do have and should have in their possession a valid driver's license — particularly in career fields 63 (mechanics) and 64 (drivers). Make certain they have that license in their possession when you ship them to the AFEES. If the license has expired, convince them to get it renewed. The military driver battery test is tough! Failure to pass this test will cause a

change in MOS and a dissatisfied trainee who may become a TDP candidate when he perceives the Army has broken the enlistment contract.

● **Stay in Contact with Your Recruits:** Many of you track your recruits through training with phone calls and post cards. The drill sergeants think this is great! Keep it up and if you don't do it now, start this month. This lets the trainee know that there are at least two individuals "in his corner" — you and the drill sergeant — who want to see him succeed as a soldier.

In summary, the drill sergeant's mission is to convert the young civilian you recruit into a disciplined, physically fit soldier who can be counted on to accomplish his mission in combat. Therefore, the training must be tough, demanding and challenging — and it is. The recommendations we make are designed to reduce irritants to the trainee, preclude situations which tend to affect him and reduce the burden on you as well as the drill sergeant. The welcome mat at Fort Dix is always out for recruiters. We welcome your visits and we appreciate the opportunity to exchange ideas. After all, we have a common mission — to produce the best young soldier in the world. 

Average reading time: 2-1/2 minutes

they find BCT is no picnic.

By **BRUCE MANN**
Concord DRC

"I'd like to know what recruiter sent this yo-yo down," is a phrase that is all too commonly expressed among many drill sergeants. It's indicative of the feelings some drill sergeants have for recruiters.

Because of misconceptions involving the chain-of-events from the time a civilian comes to talk to a recruiter and finally arrives in BCT, the recruiter invariably takes the flak for most of the problems that occur

with trainees in BCT. The problems run the gamut from low general intelligence to severe physical distortions, with poor attitude holding the median position.

Unfortunately, it only takes one recruit to return home, vent his dissatisfaction with the Army and inevitably destroy the community rapport that the recruiter has taken months, even years to develop.

The Recruiter/Drill Sergeant Exchange Program was designed to help alleviate the job misconceptions of both the recruiter and DS and also

to make the first impression the recruit receives of the Army a favorable one.

Station Commander, SFC Donn Wilson of the Waterville, Me. Recruiting Station, was one recruiter who engaged in the exchange program. He travelled to A Co 4th Bn 3rd Bde at Ft. Dix, N.J. where he spend three days confronting some of the problems faced by both the DS and the recruit, as well as educating the DS's as to the functions and problems faced by the recruiter.

Sergeant Wilson said, "Some

BCT no picnic

DSs believe we control whether a person qualifies for enlistment. They didn't seem to realize that the recruiter has nothing to do with the outcome of either the mental or physical testing." He further said, "The DSs and recruiters are working with two different human beings in most cases. Recruiters know the potential enlistee is in the bargaining position. It's up to him or her to say yes or no. The applicant is full of confidence and self-assuredness because he's on his own turf. If he qualified to enlist, I can't say to him that he can't enlist because I don't think he'll make it or that his attitude or physical stamina isn't up to par."

To help eliminate the poor attitude problem, SFC Wilson tries to paint the BCT picture as black as possible. He says to the enlistee, "You're not going down for a good time and it's no picnic. You can expect eight weeks of pure hell and if you get anything better, consider yourself lucky." Invariably the recruits write back and tell him that it wasn't as bad as he said it would be. The rationale for the bleak picture, according to SFC Wilson, is that when BCT is over they don't feel they've been deceived.




SSG Wayne L. Gibney shows basic trainees how to fire from a prone position.

"The problem occurs when the recruit has left his home ground and is 5000 feet in the air. By that time his self-assuredness starts to wear thin, he has no control over his destiny and it scares him."

Sergeant Wilson feels a great deal of empathy for the DSs, because in general, they are understaffed, overworked and, in spite of this, still maintain a high degree of professionalism.

When asked about how the exchange program could be improved, SFC Wilson said, "The program

should be lengthened to a week instead of three days and it should be mandatory that the recruiter live within the confines of the training company to gain a true perspective of what is faced by the DS as well as the recruit.

The Recruiter/DS Exchange Program won't stop all the problems that occur in BCT, but for SFC Wilson, two-way communication has at long last been established and he's now in a better position to deal realistically with the proverbial question: What is BCT like? 

Is the grass always greener . . . ?

Jacksonville DRC

You've heard the expression "The grass is always greener," but it ain't necessarily so! A recruiter's job may seem easy to others, and there may be criticism of how he does his job.

The best way to see what is really happening is to visit a recruiter in his natural habitat and observe what his job entails, working conditions, problems and pressures he encounters, and what motivates him. This is the principle behind the


Recruiter/Drill Sergeant Exchange Program.

Sergeant First Class David E. Jones, a drill sergeant at the military police school at Ft. McClellan, Ala., visited the downtown Jacksonville, Fla., station and the Jacksonville AFEES recently as a participant in the program.

During his three days in Jacksonville he observed local recruiters Sergeants First Class James C. Carlton, James A. Dudeney, Lucky B. Wells and Staff Sergeant Carlton S. Allen.

He went on a basic itinerary with

them, visited the local test site and observed guidance counselors at work in the Jacksonville AFEES. By asking many questions and talking to recruiters, applicants and guidance counselors, Sergeant Jones found out firsthand "what recruiters are up against."

What did he gain from the experience? A changed attitude toward recruiters. He now realizes that a recruiter's job is indeed a hard one, and appreciates the fact that despite the pressures and headaches, recruiters are a hard-working and high-achieving group. 

OOEs and drill sergeants learn that each has a necessary and vital job

By **JAY FROMKIN**
Richmond DRC

Ernest Adcock and several other recruiting sergeants from the Richmond DRC took part in an exchange program designed to bring recruiters up to speed on what basic training is like today and to dispel the "cushy job" image which drill sergeants have about recruiters.

A lot of time had passed since Ernest Adcock had gone through basic training. He, then, as everyone in his class, was a private. Now, as a master sergeant, he was going back to see how it had changed.

Master Sergeant Adcock did not expect a good welcome, nor did he expect the visit to Ft. Jackson to help him in any way. He did expect to see a great deal of change. At the end of his one week stay, Adcock found that only one of his presuppositions was correct — basic training had changed since his day.

Many senior NCOs have been away from rifle range and pre-breakfast two-mile runs so long that it takes an elephant's memory to accurately describe those eight weeks to a potential enlistee. Even if the recruiter has total recall, his impressions may be 10 or 15 years out of date. For the youngster who may be spending his first time away from home, expectations could be a determinant of success. The Re-

cruiter/Drill Sergeant Exchange Program allowed MSG Adcock to see basic training as it is, so that he could pass the word to other Richmond recruiters. In turn, Virginia's new enlistees would have a more accurate vision of basic.

Two states south of Virginia, at Ft. Jackson, S.C., a drill sergeant sees the end product of a recruiter's work and wonders how recruiters qualify for their pay. After all, they can't be much more than personnel clerks, sitting in their air-conditioned offices from 9 to 5, waiting for out-of-work civilians to walk in, preparing bills of lading on them and shipping them south. Prima donnas.

That was the impression one drill instructor had of Adcock and his fellow recruiters — until he spent a week in Petersburg.

According to Adcock, the drill sergeant went on a routine itinerary. Up at 4 a.m. to have a prospect at AFEES by 7 a.m., visiting high schools, visiting prospects and planning ahead. Sometime that evening they were finished.

What the drill sergeant learned was that a recruiting station is not a clearing-house of lost souls to be foisted on luckless teachers. He saw that the recruiters were sincere with the applicants, counseling each as an individual. Each recruiter had his own style; each recruit had his own problems.

The drill sergeant had been asked by recruits about Project AHEAD, but he really did not know what to tell them. Now he does.

The drill sergeant did not know how applicants were qualified by ASVAB, which gave them a better view of their job potential. Now he does.

No longer would that drill sergeant, nor probably his colleagues, believe hearsay from unit first sergeants nor articles in the *Army Times*. According to Adcock, the drill sergeant was "going back with a high regard for the recruiters."

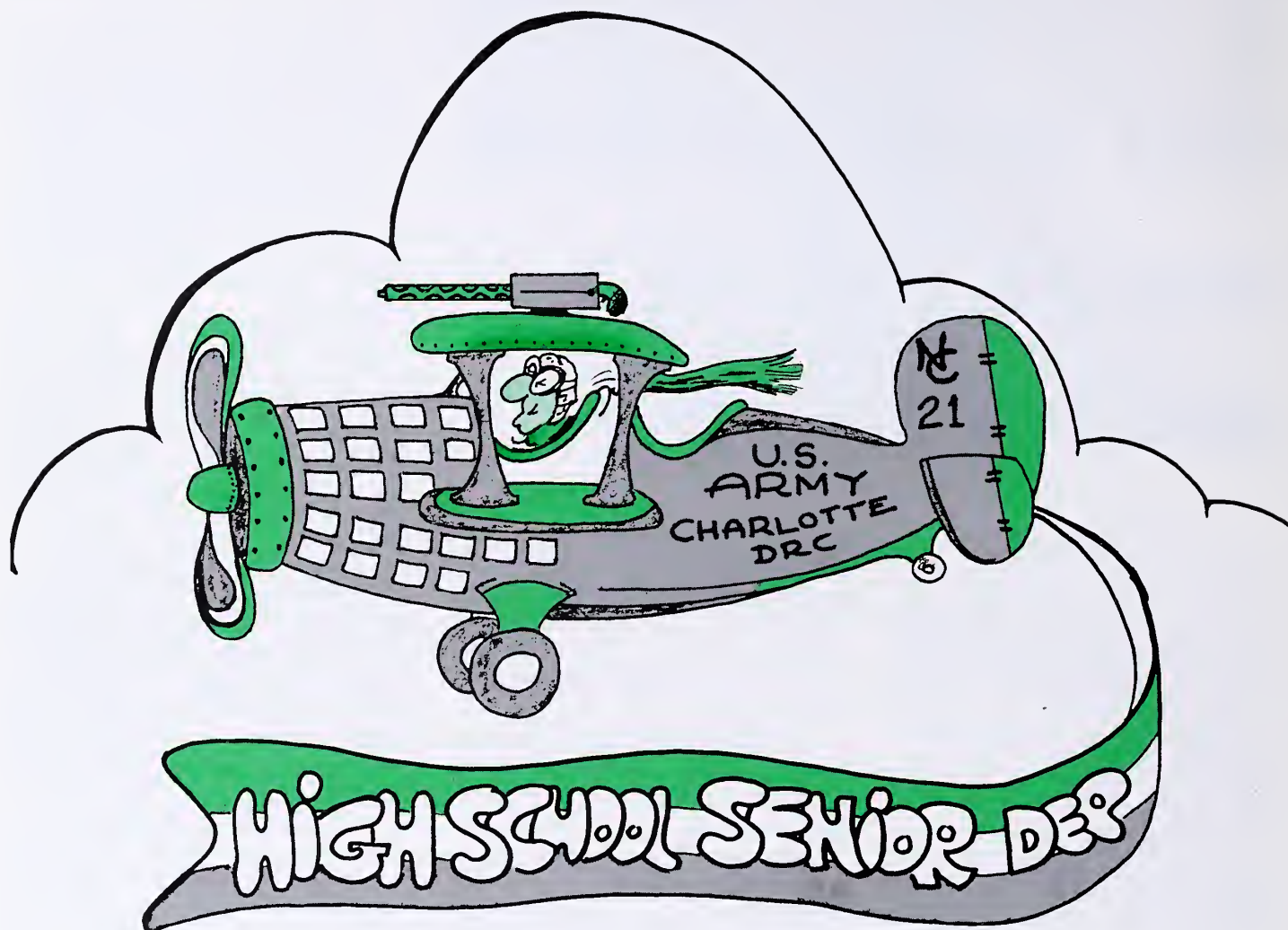
Ernest Adcock's impressions of the drill sergeants at Ft. Jackson were equally favorable. He found them to be knowledgeable men and women who worked long hours without complaint. Adcock also noted with amusement that the overweight drill sergeants of his memory had become creditable physical specimens.

One young recruit from Richmond, with whom Adcock had the opportunity to speak, was having trouble getting adjusted to his new life in the Army. However, the recruit was getting many hours of individual training.

Quarters and other facilities far outstripped MSG Adcock's memory. He described the modern buildings as beautiful, and wished he'd had a similar selection of foods at the mess hall (now designated dining facility) he had frequented years ago. Adcock also noted that there are facilities which recruits can use to train indoors during bad weather.

Now recruiters in the Richmond DRC will no longer have to tell recruits about basic training in vague generalities or through their memories. They will have first or second hand knowledge of the specific aspects of basic training.

And now drill sergeants will have a newly found respect for the recruiter, without whom they would not have their recruits.



By SFC EDWARD J. CANNATA
Charlotte DRC

Take the fly-by-the-seat-of-the-pants daring of Snoopy, add the hangar camaraderie of a support-oriented DRC headquarters staff and you have the Aces, Super Aces and Phantom Aces piloting the mythical Charlotte DRC squadrons in pursuit of high school seniors for the Delayed Entry Program.

Despite occasional ceiling zero weather and gremlins filling the head spaces of Delayed Entry Program machine guns, DRC squadrons flown by men with nicknames such as Sweet Willy, Trigger Happy and Forget-Me-Not patrol the prospect skies with gunsights cross-haired for DEPing.

Recruiters on a fantasy trip? "Yes, but with the reality of mission accomplished," smiles SFC Joseph Register, the professional development NCO at Charlotte DRC.

When asked how the mystique of air aces caught the imagination of the recruiter force and became the catalyst that thrust the October 1976 DEP total of 414 to 1,100 by March 1977, Sergeant Register grinned and said the key word, "Fantasy."

"To stimulate interest and competition among the recruiters, the command knew that there had to be the intensity and fever of an aerial dogfight," Register explained.

"A series of brainstorming sessions with the recruiters, with LTC Hart R. Armstrong, the DRC com-

mander, and SGM Ernest R. Richardson, finally ended in grabbing onto the tag line 'Dogfight' which immediately brings to mind the legendary aerial battles of World War I Army air aces in the skies over France," he continued.

Sergeant Register then explained that this concept led to a drawing of a canvassed biplane of 1916 vintage (dubbed the 1300 Special for the then projected DEP Quota Goal). With the additional image of scarves-flapping-in-the-airstream recruiter pilots seeking DEP Ace Points, an air of reality was added to the fantasy of competitive DEP fights among the recruiters.

Master Sergeant Eldridge H. Holloway, the DRC operations NCO, says that Sergeant Register came up

with the idea of sending communi-ques to the pilots as did the former commanders of the famous Lafayette Escadrille during World War I.

Some examples of this read:

"SFC Trigger Happy Jackson became the first Phantom Ace today with 21 DEPings, the highest for the DRC . . . The Gastonia Squadron came through last week to make their squadron commander a Super Ace. Like the leader he is, Super Ace Bobby Meadows gave credit where credit was due - to his men . . . Gentleman Jim Exum picked up his Ace this week and SFC Underwood of the Winston-Salem Squadron became a Super Ace. His 1300 Special was spotted in the skies over the Asheboro area but Ace Cowboy Burr cannot confirm . . . After becoming a Super Ace, the first assistant area commander to do so, MSG Graham hung up his flight goggles to take over the counselor hangar. We all know that he will be missed by the Charlotte Wing."

When asked what the qualifications were to make it in the DRC Ace Club, Sergeant Register explained that to be an Ace, a recruiter pilot must DEP seven high school seniors while a Super Ace must log 14 and a Phantom Ace must get 21.

He also noted that, as in all battles, to the victor belong some spoils and awards.

"The idea of what kind of awards stayed in the air awhile," Register recalled, "until Mrs. Edna Sherrow, the commander's secretary, came back one afternoon from a shopping-lunch hour with the symbol that got the whole thing airborne."

Mrs. Sherrow says that while browsing in a novelty shop she saw a trophy of Snoopy with gritted teeth piloting his doghouse against imagined devildogs of the air led by his arch enemy, the despised Red Baron.

"I knew immediately that the 'Curses Red Baron! No Mission Too Difficult!' positive attitude of the canny canine was the symbol the Ace Club needed."

Her imaginative suggestion was the factor that finally got the Charlotte DRC's flight into fantasy



SFC Marshall B. Jackson of Rock Hill, S.C., was the first "Phantom Ace" in the Charlotte DRC's competition. SFC Joseph Register, PDNCO (left) and LTC Hart R. Armstrong, DRC commander, present Jackson the pewter tankard reserved for "Phantom Aces."

off the ground.

Through Mrs. Sherrow's personal and professional contacts, prized mementoes were selected. An Ace gets a Snoopy Flying Ace Tie Tac, a coffee cup inscribed Ace and the Commander's Certificate of DEP Proficiency. A Super Ace receives the Super Ace Trophy, a reproduction of Snoopy crosshairing the Red Baron, while the elite Phantom Ace garners a pewter tankard.

As the fantasy factor caught on, an idea evolved whereby the thrill of the hunt and DEP capture would not be limited as a recruiter's preserve. A spinoff involving the DEPped high school senior was put on the flight line.

Sergeant Major Richardson explained that any DEPped high school senior showing interest in DEPping is invited to be a wingman for his recruiter.

"This not only gives him a sense of identification with the districtwide team effort, but also gives him a chance to play the multiples game. For example, if the fledgling wingman brings in two high school seniors for the recruiter pilot and they in

turn bring in two more who also capture two, there would be a tally-ho-the-hunt number of 73,000 DEPs landed after 16 multiplications. The wingmen agree that this is how to fly!"

During stand down sessions, the recruiter squadrons agree that there is no prop wash to this pilot/wingman combination. They also agree that there is no substitute for the backing they get at the District Recruiting Command Airdrome.

Typical of this sustained support are Staff Sergeants Edward M. Johnson and William T. Squires, the assistant operations NCOs, who, in coordination with the clerical staff, provide the ground crew technical and administrative assistance that keeps the DRC squadrons flying.

So it is that motivation, a support-oriented DRC airdrome crew of Army and civilian know-how, and recruiter pilots wingtipping with the daredevil image of yesteryear's flying Aces which mesh into the fantasy/reality that propels the Charlotte DRC into increasingly successful DEP missions while slipstreaming across prospect skies. 🛩️



Energy Suggestion Earns Cash

A Defense Logistics Agency employee earned \$180 for suggesting that certain military stand-by vehicles be kept only partially filled with gasoline to minimize fuel deterioration. That suggestion saved the government over \$2500 a year.

Ideas for conserving energy are vitally needed these days, and military and civilian members of USAREC are in good positions to help and are encouraged to contribute in every way.

Ideas or actions beyond job responsibilities, resulting in tangible or intangible benefits to the government are eligible for cash awards of up to \$25,000 under the Incentive Awards Program. During 1976, \$3.9 million was given in awards.

In both government and private industry, such programs have long been a vital source of needed ideas for economies and improvements, and this is particularly true in energy conservation.

Project 77/77, a special suggestion campaign, is being conducted in 1977 to stimulate participation in the Army suggestion program.

Originators of "Forrester Focus" suggestions which are considered to be within the spirit of Project 77/77 will be notified so they can channel them through the usual suggestion channels.

Reenlistment RPIs

The following list includes items currently available for requisitioning for **reenlistment** purposes only. All requisitions should be submitted **by career counselors** on Form DA-17 (3 copies) through Commander, US Army Recruiting Command, ATTN: USARCASP-D, Ft. Sheridan, Ill., 60037, to US Army publications Center in accordance with AR 601-280, para 1-14. Unless otherwise indicated all posters are small (11" x 14").

- RPI 134 Folder, Warrant Officer Flight Training (limited quantity).
- RPI 300 Booklet. If there's a question, you'll have the answer.
- RPI 301 Folder. The Army Service School Reenlistment Option.
- RPI 302 Booklet. Your Career Decision in Today's Army.
- RPI 303 Folder. How to tell your friends you're reenlisting.
- RPI 305 Poster. The Army's been good to this Army wife.
- RPI 306 Poster. When you're doing something of

value, you value yourself more.

- RPI 307 Poster. Since I've been in the Army, the longest I've sat still is for this photograph.
- RPI 308 Folder. Why are you staying in?
- RPI 325 Poster. \$8,000 is \$8,000.
- RPI 331 Poster. Music is where I want to be.
- RPI 332 Folder. Music is where I want to be.
- RPI 334 Poster. How to tell your friends you're reenlisting.
- RPI 341 Folder. Berlin Brigade.
- RPI 343 Folder. Old Guard.
- RPI 345 Folder. Combat Arms Option.
- RPI 347 Folder. Overseas.
- RPI 349 Decal. We serve proudly.
- RPI 356 Label. Career Counseling 3-1/2"
- RPI 357 Label. Career Counseling 9"
- RPI 358 Label. Career Counseling 1"
- RPI 361 Bumper sticker. There's something about a soldier.
- RPI 366 Booklet. Take a look at all the thing's you've been taking for granted.
- RPI 373 Booklet. Living with the Army.
- RPI 383 Poster. The best way to see Europe is to live and work there.
- RPI 385 Poster. Will your next job make you feel as good as the one you have now.
- RPI 386 Poster. Patches, (large).
- RPI 387 Poster. Your family benefits when you reenlist.
- RPI 399 Schedule. Reenlistment Activities Reminder Schedule.
- RPI 951 Label. Yesterday, Today, Tomorrow. The United States Army.

Enlisted Aviators

The Army of the future may have enlisted aviators, but a study of the idea is in its infancy, say DA staffers. Some press reports have suggested that the Army has a proposed or approved plan for enlisted aviators underway.

In denying the reports, the Army officials said the concept will be fully studied, but the earliest date for completion of the study would be in late 1977. After that, the study will be examined by the Army staff and a recommendation will be made to senior Army leaders.

The DA officials said there are a number of things to be addressed in the study, ranging beyond the development of an enlisted career management field. Some of the areas to be studied include operational impact on Army aviation, recruiting potential, retention, compatibility with other services and cost differential.

The DA officials said the enlisted aviator study is part of an Army search for alternatives to help the service align officer requirements with authorizations; requirements for both commissioned and warrant officers continue to exceed budgeted authorizations. Current Army organizational studies, including division restruc-

turing and the total tank systems study, indicate a need for more, rather than fewer officers.

Do-it-yourself Poster

Reenlistment RPI 384, the do-it-yourself career counselor identification poster, is scheduled for distribution in mid-August.

This poster is specifically designed to allow post reenlistment career counselors to cash in on the national "Uncle Sam Needs Me, Too" advertising theme.

The poster is printed with the national headline at the top and "Visit your Career Counselor today. He'll let you know how much you're needed, too" at the bottom.



To complete the poster, the career counselor needs to place an 8x10 inch black and white photograph of himself in the center of the poster, place his signature under the word "too" in the headline, and add his name, address and telephone number at the bottom.

With this done, the career counselor has a national theme

poster featuring none other than himself, that he can use to increase his visibility on post and build traffic to his office.

VEAP

Under the Post-Vietnam Era Veteran's Educational Assistance Act of 1977 (Public Law 94-502) which was enacted on October 15, 1976, soldiers entering the Army after December 31, 1976 must contribute funds for educational benefits by allotment. In February, 445 soldiers contributed a total of \$25,865, and in March 2160 soldiers contributed \$122,495. The average contribution was \$56.71 and only 24 soldiers withdrew — due to their release from active duty. (ARNews)

Coming Attractions

Some of the new items that are, or will be in the near future, on the way to recruiters and career counselors include:

- A new reenlistment RPI, number 302, entitled "Your Career Decision in Today's Army." The date on this RPI is May, 1977, and previous editions are obsolete. This new one is included in the current listing of RPIs available for requisitioning.

- Each recruiting station by now should have received plastic binders for automatic filmstrip and

soundtrack productions. These were produced for recruiter use to hold materials needed in making local presentations. They hold six filmstrips and six cassette cartridges. The binders were delivered empty to be filled locally with filmstrips such as "Educational Opportunities in the US Army" and "Report to the People."

- The Overseas Enlistment Option folder, RPI 347, has been revised and distribution is scheduled for late August or early September. The folder is a one-fold, 4" x 7" handout which discusses the Overseas Area Option and general reenlistment benefits.

- The Army Occupational Handbook will again be released for distribution when the errata sheet is available. The errata sheet is scheduled for completion in August. The AOH will again be on the move by late August, but it is essential that no AOH be given out minus the errata sheet. Each requisition for the AOH (RPI 975) will automatically result in a shipment of an equal number of errata sheets. The MAQ is 20.

Glaucoma

There are about a million people 35 years of age and over who don't know that they are stricken with the second leading cause of blindness in America.

The key to glaucoma control is early detection. The drawback is that there are usually no early symptoms. The National Society for the Prevention of Blindness has an important stake in stimulating the growth of glaucoma screening, a procedure it first demonstrated in 1942. The Society's detection program last year screened over 128,000 people and 5300 of them were found with suspicious signs.

To find out more about glaucoma, write for a free booklet entitled "Glaucoma." It is available from The National Society for the Prevention of Blindness, SN, 79 Madison Avenue, NY, NY, 10016.

ROTC Enrollment

ROTC enrollment for the 76-77 school year was up 13 percent according to TRADOC figures.

Enrollment was over 54,000 compared with more than 48,000 the previous year. Male enrollment rose more than nine percent and female enrollment was up over 27 percent. Increases were in each of the four academic levels.

The final two years — junior/senior phase — showed an enrollment of 15,000, up more than 2000 from the preceding year. Minority cadets represented more than 27 percent of the total senior enrollment. This was the third consecutive year of increased enrollment in senior year ROTC.

The Junior ROTC program also grew with four more high schools being added. This brought the total to 650, including five in Germany, one in Alaska, two in Puerto Rico and two in the Canal Zone.

By SGM ROBERT L. SWAGER
HQDA (DAPE-MPR-P)

● **Deletion from Overseas Orders.** There has been some misunderstanding in determining who is eligible for overseas movement. Paragraph 8-3a, AR 614-30 states that soldiers "with 6 or less years service for pay who have less than 12 months service remaining until ETS as of arrival date in the gaining overseas command" are ineligible for overseas movement. Some soldiers believe the 6 or less years of service for pay is computed at the time the orders are received. This is wrong. The correct interpretation of the regulation is to determine if the soldier will have 6 or less years of service for pay at ETS.

● **Revision of AR 614-30.** In an action related to the above situation, a revision to Paragraph 8-3, AR 614-30 is being staffed. This revision will change the deletion criteria from 6 or less years of service for pay at ETS discussed above, to an initial term/second or subsequent term criteria. You will be informed when this change is finalized.

● **Reenlistment Guarantees.** Info has been received that in some cases, the DD Form 4 and DA Form 3286-85 are being improperly prepared for soldiers reenlisting for the overseas reenlistment option. This option does not guarantee assignment to a particular unit in the overseas area; it only guarantees assignment to the overseas area. Applicants should be advised that they may not indicate on any reenlistment document that the reenlistment is for a particular unit or country. (Ref line 6H, Table 4-4, AR 601-280) in the overseas area.

● **Reenlistment Qualification Test (RQT).** That portion of Interim Change 11, AR 601-280 HQDA [DAPE-MFR] message 011600Z Feb 77) which deals with MOS testing pertains to soldiers who desire to reenlist or extend. This procedure is in keeping with the longstanding procedure that soldiers who extend must meet the same qualifications as those who reenlist unless an exception is authorized by Paragraph 3-2, AR 601-280 and is approved by proper authority.


● **DD Form 4.** The use of the old DD Form 4 (Feb 70 version) was extended to 31 Jul 77. After that date the new version (1 Jun 75) must be used. All personnel are reminded to enter in item 10c (Remarks) the following information: option selected, reenlistment control number, type and level of bonus selected, type of waiver, and the number of times the soldier has reenlisted. If the soldier did not receive a bonus or did

not need a waiver, this should also be indicated. For further information on correctly completing the new DD Form 4, see HQDA (DAPE-MPR) message 061400Z Dec 76, Subj: Interim Change 10, AR 601-280.

● **Special Forces Reenlistment Option.** This option is designed to attract new people to Special Forces (SF) units. It is available only to male soldiers not assigned to an SF unit or those assigned to an SF unit who are not SF qualified. It is not available to SF qualified soldiers assigned to an SF unit. These soldiers may reenlist for their present unit under the CONUS station of choice or Combat Arms unit of choice option and be guaranteed 12 months stabilization.

● **Importance of Meeting Objectives.** There are three large sources of personnel which the Army can use to increase or maintain the number of soldiers it needs to have an effective fighting force: new enlistments, prior service reenlistments, and immediate reenlistments. In the past when we shortfell on first term immediate reenlistments, we could make up this deficit with prior service personnel. However, this pool of people is shrinking because of the elimination of the 2 year enlistment, and increased emphasis on recruiting these people into ARNG and USAR units. Therefore, it becomes increasingly urgent that commanders, career counselors, and unit reenlistment NCOs do all they can to meet or exceed their reenlistment objectives. Your emphasis on reenlisting proven, good first-term soldiers who will be a credit to the future NCO corps is evident from past statistics. Don't sacrifice quality for numbers by going after the marginal or sub-marginal performer, but instead continue your emphasis on the superior and above average soldier.

● **Incorrect Entries, DD Form 4.** As you know, the DD Form 4 is a multiple use form. It is used to record enlistment contracts. Block 6 of the old DD Form 4 and block 3 of the new (1 Jun 75) DD Form 4 are to be used to record the date of this enlistment or reenlistment as applicable. It is not to be used to record the date of a previous enlistment or reenlistment. The date in block 6 on the old form should correspond to that in block 57. The date in block 3 on the new form should correspond with those in blocks 10, 21, and 23.

● **Preference Statements.** If you want to increase your chances of getting the assignment you want, insure that MILPERCEN has the most current copy of your enlisted preference statement (DA Form 2635). Recruiters and career counselors should send their preference statement to MILPERCEN (DAPC-EPM-P). This is particularly important for those of you who are scheduled to return from overseas. 

Ground Surveillance Radar Crewman 17K

US Army Intelligence Center
and School
Ft. Huachuca, Arizona

Individual effort, technical expertise, and professionalism are the ingredients for success as a Ground Surveillance Radar Crewman. Training for this important specialty is conducted at Fort Huachuca, Ariz., following completion of basic training.

The course is conducted in four stages, with all instruction being performance oriented, and completely self-paced.

The first stage, not part of the formal program of instruction, consists of a PREP course which insures that the student possesses the basic skills needed to master the techniques and methods taught during subsequent stages. Basic mathematics and map reading are among the subjects covered during this stage.

Next, the student is trained in subjects and skills which are common to all radar. The curriculum for this portion includes map and compass skills, surveillance cards, general electronic warfare subjects, electronic safety and an introduction to ground surveillance radar.

The next stage deals with the power equipment required by radar. The future radar crewman learns how to test the various pieces of power equipment for proper operation and how to obtain replacement parts or units for this equipment.

The last portion of the training covers the subjects that are the heart of the MOS. Here the students are taught the actual operation of the two types of ground surveillance radar they will be using in the field, the AN/PPS 4 and the AN/PPS 5.

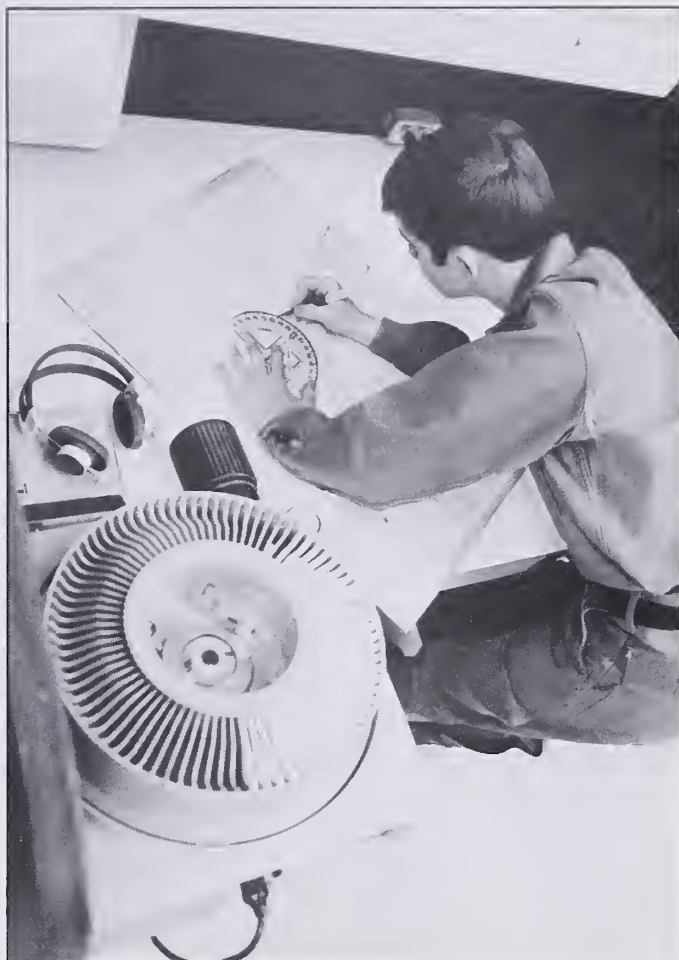
Through a series of practical exercises they become masters at emplacement and operation of the radar and of the skill for which the infantry will depend on them — target detection. In the field, they will be able to detect moving vehicles as far as 10,000 meters away and personnel up to 6,000 meters distant.

The latest equipment and training methods are used in the course. Students learn from a combination of slides, video tapes and printed material, with individual instruction available at any point in the curriculum.

As a result of this high quality training, the average soldier needs only two weeks to complete the course.

Upon graduation the radar crewman may be assigned to stations in Europe, Panama, Korea, Alaska, or the continental United States.

Wherever these soldiers go, they are important members of the Army team. Their responsibility for detecting and reporting target data make them one of a tactical unit's most valuable assets. They are truly the "eyes of the combat commander."



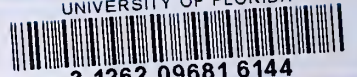
Private First Class Brian L. Rickett, a student in MOS 17K at Fort Huachuca, Ariz., learns map reading in an individual learning cubicle (above) using both audio and visual training aides and (below) tests a battery for sufficient voltage with a multimeter. The trained 17K will be able to operate two different radar sets.



Photos by Ed McDonald

Ground Surveillance Radar Crewman MOS 17K

UNIVERSITY OF FLORIDA



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